



The Culture
Factor

| GROUP

THE CULTURE PORTAL

COMPLETE SOLUTION FOR YOUR CULTURAL NEEDS

Embark on your cultural journey with The Culture Portal, and transform the way you navigate global interactions and team dynamics. Explore, engage, and evolve with us.

WHAT THE PORTAL CAN DO FOR YOU

Introducing The Culture Portal, your one-stop destination for accessing an extensive array of cultural tools designed to foster cultural awareness and proficiency. With The Culture Portal, you can seamlessly explore and integrate a variety of resources to enhance your global interactions.



CULTURAL RESOURCES AT YOUR FINGERTIPS

Whether you are aiming to gain deeper insights into your team's culture, enrich their skill set through e-learning modules, or understand global connections with our interactive maps, The Culture Portal serves as your gateway to invaluable insights and resources.

On the Culture Portal you can find:

- **Actionable insights** on how to manage your international team.
- **Specific information** unraveling how cultural nuances directly influence vital business interactions, such as price negotiations and customer support.
- **Hands-on data and insights** guiding you in making informed hiring decisions, ensuring a perfect match for specific team roles or international assignments, along with extensive resources for market expansions and beyond.



UNLEASH THE FULL POTENTIAL OF YOUR CULTURE DATA

Data isn't just numbers and charts—it's your secret weapon for crafting winning strategies, promoting clear communication, and building a tight-knit team



EMPOWER YOUR TRAINING INITIATIVES

Harness the power of our Culture Assessment tools to smoothly navigate through selection, tracking, and evaluation processes. Dive deep to understand the unique dynamics of your team, and identify promising areas for development and progress.



CHART YOUR COURSE WITH SMART REPORTS

Paint a picture with data using team value maps, insightful infographics, and Culture Maps for each country. Sharing your findings with the team and stakeholders has never been easier.



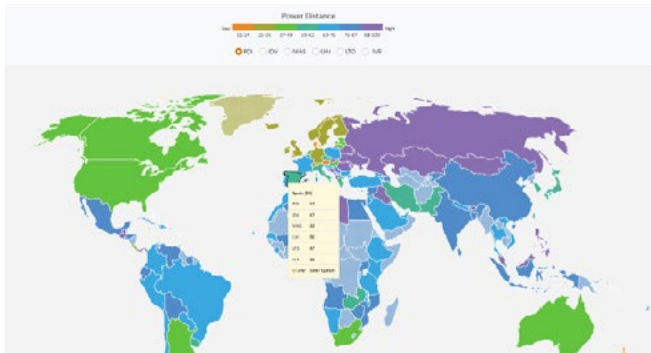
The Culture Portal has been vital for our HR team. We use it to revamp our communication when sending emails to our teams worldwide. Three members of our team have become certified, allowing us to launch and plan our initiatives independently.

Anonymous user, HR director, France

THE CULTURE FACTOR MAP: A WORLD OF INSIGHT IN YOUR HANDS

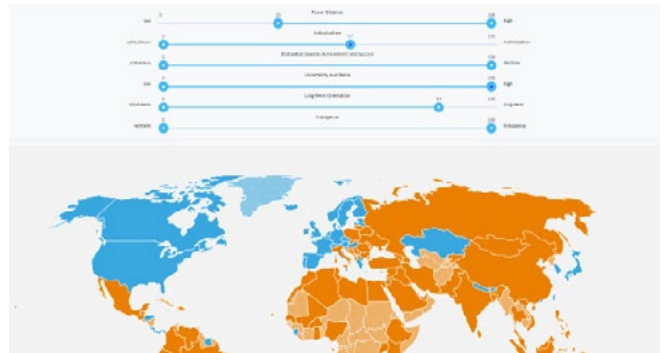
Equip internal HR business partners, managers, facilitators, and employees with the tools to quickly recognise the most culturally appropriate behaviors in specific interactions.

01 | THE DIMENSION OVERVIEW



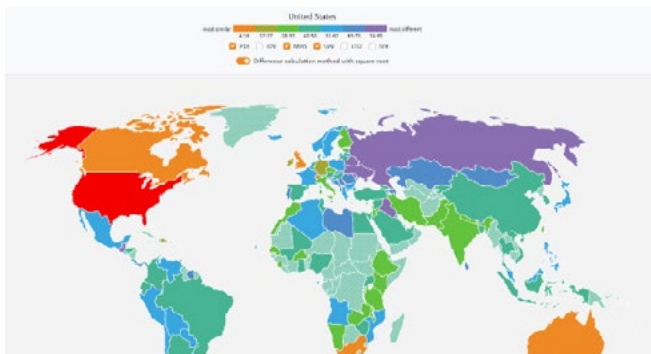
Unlock management wisdom with over 30 working practices, offering strategies for global excellence.

02 | CULTURE FILTER MAP



Sharpen your cultural awareness to navigate global markets with precision, focusing on crucial dimensions for success in various business aspects.

03 | CULTURAL SIMILARITY MAP



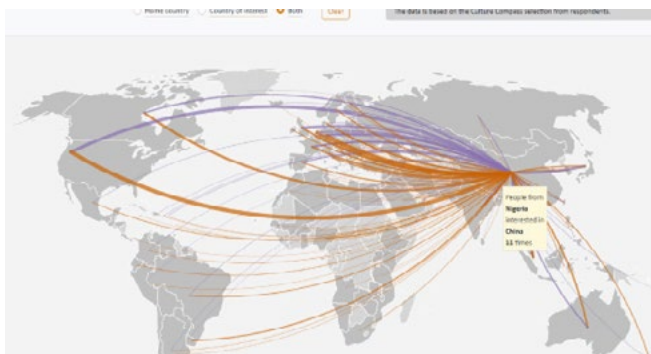
Build bridges between the diverse cultures of your customers and employees, enhancing communication and collaboration.

04 | CULTURE CLUSTER MAP



Explore the web of connections between nations to bolster your market reach and foster collaboration.

05 | COUNTRY CONNECTION MAP



Learn more about which countries attract most attention among your employees, in order to provide more market specific training sessions.

06 | COUNTRY COMPARISON CHART



Navigate global markets with a visual tool, identifying cultural similarities and differences to make informed business decisions.

CULTURE TOOLS

THE CULTURE COMPASS

Understand your team



Help individuals understand their personal cultural value preferences and how to leverage them when working in an international environment

MASTER-CLASS

A baseline of knowledge



Establish a foundational knowledge of cultural impacts on effective work.

CULTURE COMPASS DASHBOARD

Understand your data



Analyze your workforce's cultural data to improve communication and cohesion.

CULTURAL ADAPTABILITY PROFILE

How adaptable are you?



Assess individual adaptability in unfamiliar cultures to determine suitability for diverse environments

ORGANISATIONAL TRUST INDICATOR

Measure trust in your teams



Measure trust within your teams across various dimensions.

TEAM CULTURE SCAN

Uncover areas of improvement



Evaluate your current working practices and identify areas for improvement.

EVALUATION AND FEEDBACK

PRE-COURSE QUESTIONNAIRE

Tailor content to the audience



Establish a baseline and tailor content to your business needs.

EVALUATION SURVEY

Immediate satisfaction



Gauge immediate participant satisfaction and effectiveness of teaching methodologies.

FOLLOW UP SURVEY

Long-term impact



Assess the long-term impact of your programs and their application in daily activities.

ENHANCING GLOBAL HR OPERATIONS

MGID | CASE STUDY



▼ THE CHALLENGE

Our client, MGID, is a rapidly growing international company in the advertising and marketing sector. They faced a challenge in supporting HR operations across 11 different countries due to the constant shift in cultural contexts.

▼ THE SOLUTIONS

When we first engaged with the client, we recommended the use of our Culture Compass, a Country Comparison tool, and an initial Intercultural Awareness course. These resources helped the HR team better understand how cultural factors affected their operations.

Following this initial pilot, the enthusiastic members of the HR team requested to **certify an internal Culture Team** comprising HR members and managers, to act as an in-house knowledge hub for all departments and units.

As the organisation continued its rapid growth, the knowledge gained from the certification course, combined with access to **The Culture Portal**, enabled the Culture Team to play a pivotal role in ensuring that all new applicants seamlessly integrated into the company's cultural framework.

▼ THE RESULTS

In the first six months following the internal certification, MGID assessed employees in various teams. This resulted in a significant reduction in onboarding time for new hires, making communication and integration smoother. Additionally, internal awareness courses received higher ratings, demonstrating improved participant appreciation. These outcomes highlight the positive impact of our collaboration on cross-cultural understanding and HR operations at MGID.



OUR EXPERTISE AT YOUR SERVICE

EFFECTIVE CULTURE SOLUTIONS

We take the time to understand your unique challenges and needs. Rather than offering one-size-fits-all services, we believe in co-creation. You become more than just a client; you are a trusted partner. Together, we develop solutions that are tailor-made to resolve your specific cultural challenges.

UNIQUENESS

By weaving National and Organisational Culture into our approach, we offer a holistic viewpoint that transcends standard cultural consultancy. Our bespoke solutions align your organisation's values and practices with the specific cultural environments in which you operate.

FLEXIBILITY

In today's fast-paced world, adaptability is crucial. Our Culture Portal offers real-time access to a treasury of cultural knowledge and data, giving you the flexibility to make informed decisions on the fly.

RELIABILITY

We are firmly grounded in a data-driven approach, transforming abstract cultural insights into tangible, actionable strategies. With us, you're making decisions based on rigorous data, not assumptions.

GLOBAL REACH

With a vast network of consultants and specialists stationed on every continent, we deliver a world of perspectives straight to your doorstep. This extensive global footprint empowers us to offer solutions that are finely tuned to local nuances. At the core of The Culture Factor is an unwavering commitment to customer satisfaction, achieved through global excellence.



The Culture
Factor
| GROUP

Consulting | Coaching | Certification | Tooling

Learn more: www.theculturefactor.com
Contact us: sales@theculturefactor.com