



# Cultivating Cross-Cultural Champions at a Leading Global SaaS Company





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## Executive Summary

RW3 CultureWizard partnered with a leading tech company to address the critical need for cross-cultural competency within their Executive Resource Groups (ERGs). The company, known for its innovative online sales and social networking solutions, recognized the importance of fostering an inclusive environment to drive business success. **With a diverse workforce spanning multiple continents, they sought to equip their ERG leaders with the skills needed to navigate cultural nuances effectively.**



## Challenge

Our client faced the challenge of upskilling 25 ERG leaders representing diverse cultural background including Japan, Germany, the United States, Brazil, India, and South Africa. **The objective was clear: develop a global mindset among these leaders to enhance collaboration, communication, and overall effectiveness in a cross-cultural environment.**



## Solution

RW3 CultureWizard devised a tailored half-day workshop, hosted in New York City and facilitated by a seasoned RW3 intercultural expert. With over two decades of experience and a global perspective acquired from living and working in six countries, the RW3 Facilitator brought invaluable insights to the session. The workshop delved into current intercultural challenges and their impact on business outcomes, emphasizing the importance of cultural awareness and inclusivity in achieving organizational goals.





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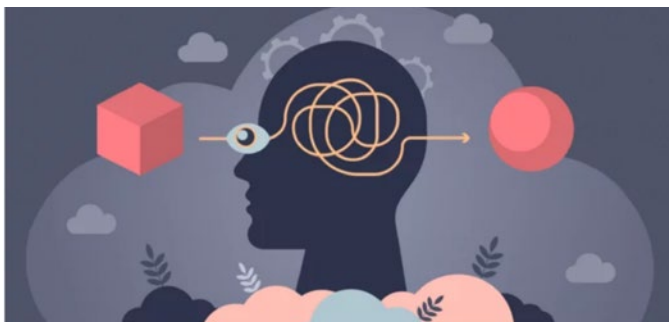
## Key Highlights



**Tailored Approach:** Recognizing the diverse cultural landscape, the workshop addressed a wide spectrum of cultural norms and expectations, ensuring relevance for all participants.



**Communication Dynamics:** Participants gained valuable insights into how cultural differences influence communication styles, particularly in areas such as feedback delivery, crucial for building credibility and consensus within multicultural teams.



**Cultural Self-Awareness:** Through tools like the Culture Calculator self-assessment, attendees deepened their understanding of their own cultural biases and learned to adapt their work styles authentically yet flexibly.



**Positive Feedback:** The workshop received overwhelmingly positive feedback, with 89% of attendees rating it as “Great” or “Good” (01) and 95% commending on the RW3 Facilitator’s engaging skills (02).