



DE&I & Cultural Alignment

GSA Sustainable Sourcing Symposium 2024

Lisa Thorne (CEO & Founder, Together Global)

31st January 2024

 TOGETHER GLOBAL

**Delivery teams
letting you down?**



**Management
getting you down?**



It's not them.
It's not you.
It's culture.

We can help.

Introducing CAT



The CAT (Cultural Alignment Transformation) programme:

- Optimises global team performance
- Is a new approach towards DE&I that delivers measurable business value
- Introducing 'cultural alignment' as a new ED&I category

The **PROBLEM**



A feature of global teams:
FRICION leading to **FAILURE**

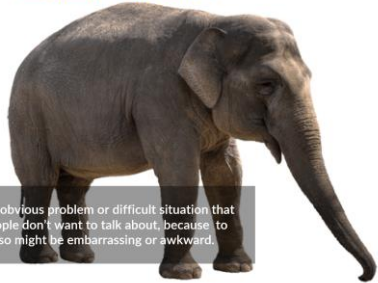
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Global teams commonly face:

- **Friction** – tensions that can arise from working cross-culturally
- **Failure** – failures that are the outcome or result of that friction

FRICION & FAILURE

The **ELEPHANT** in the room



Definition

An obvious problem or difficult situation that people don't want to talk about, because to do so might be embarrassing or awkward.

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Addressing **FRICION** and **FAILURE** linked to culture is:

- **The elephant in the room** – generally considered a taboo subject
- **An important issue** – that we address in a safe, culturally-sensitive way

What is **CAT**?



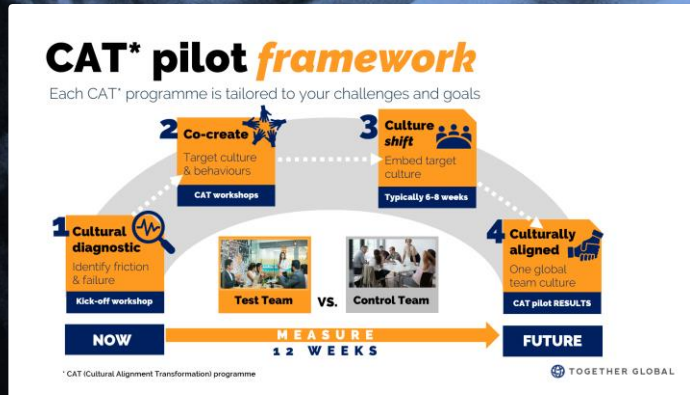
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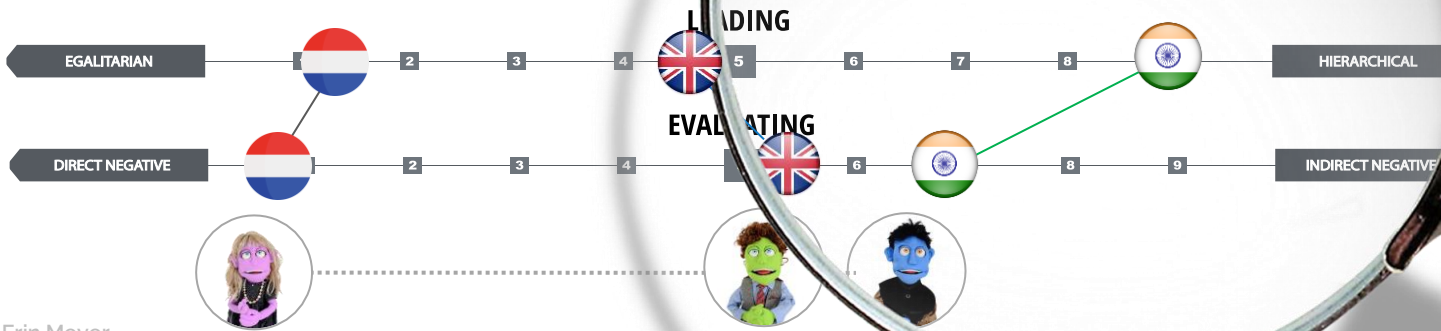
How does CAT work?

The CAT (Cultural Alignment Transformation) programme:

- Is delivered over 12 weeks in 4 stages; Cultural Diagnostic, Co-creation, Culture Shift to Cultural Alignment



Looking through a **CULTURAL LENS**



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CAT RESULTS



Average CAT pilot results (Test vs. Control team) over 1 year:

- **25% average increase in Test Team performance** – over the 1st year
- **30%+ average increase in Test Team morale and engagement** – over the 1st year

Next STEPS

GSA & Together Global – partnering to deliver CAT workshops:

- **Introduction to CAT** - ½ day London workshop, 29th February 2024
- **CAT Assessment Sessions** - 1 day CAT workshop tailored to your organisation

NORTH
AMERICA

EUROPE

ASIA

SOUTH
AMERICA

AFRICA

AUSTRALIA

Global teams working
better, together.



Book your place on the February ½ day
'Introduction to CAT' workshop now
at www.gsa-uk.com/CAT

To find out more and discuss an
Assessment Session for your team,
please email: admin@gsa-uk.com



Lisa Thorne

CEO & Founder, Together Global

lisa@togetherglobal.com

+44 (0)7766 075911

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