Debuzzing Culture & Language to Share Resources Among Global Teams

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October 1, 2021

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What is Your Opinion?

Culture is defined by:

- ❑ Geographical Boundaries
- ❑ Society Norms
- ❑ Language
- ❑ Religion
- ❑ Corporations
- ❑ Other

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"Culture is the *tangible and intangible activities* that enable a group or society to *intentionally operate and move forward.*

It is the enabler and sustainer of doing great work."

Brad Kewalrami
CEO & President
Culture Mindful

Culture Mindful

People:

- **Debuzz Differences**

- **Create a New Culture**

People Create Culture

Community

Connections

Continuity

Project Deliverable

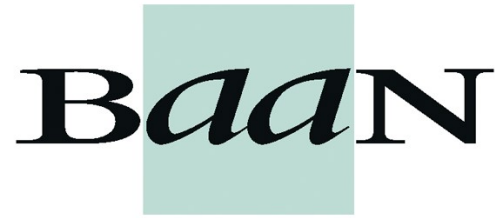## Consolidated Blended Learning Solution

PM Role –
Create Culture Change

Baan Evolving Culture

- **Global ERP Software**
- **Founded in The Netherlands**
- Long Time Leadership Tenure
- Industry Innovator and Leader
- **1990s HQ move to USA**
- **1990s IPO & Competition**
- **Changing Business Practices**

Baan Education

20 Training Divisions

10 Countries

5 Products

5 Functional Roles

North American Group

Director of Product Management

4 Trainers/Course Developers

Baan Education Global Project Team Culture At Project Start

- **Operational Silos**
- **Time Zone**
- **Language**
- **Regional Culture**
- **Business Practices**

Baan

Reshape Success Mindset

- Discover the Elephant
- Find a Toe Hold
- Create a Small Success
- Build Trust
- Collaborative Action

My Toe Hold Small Success

- **NA Curriculum Development**

- **9 Month Schedule**

- **What If?**

- **4 Month Schedule**

Geographically Distant Project Teams & Trust

- **One Person at a Time**
- **Grapevine**
- **Ambassador Diplomacy**
- **Common Ground**
- **Authentic Action**

Collaborative Action

- New Product Beta Course
- Discovered 9 Month Launch Delay
- What If?
- Shared Resources
- On-Time Delivery

3rd Tangible Success

Global Software Dev/Education Standard Baan Business Practice

Debuzzing Culture & Language to Share Resources Among Global Teams

Team Success:

- **Debuzz Differences**
- **Create a <u>New</u> Culture**

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Debuzzing Culture

1 Discover the Elephant (multiple perspectives)

#2 Find a Toe Hold (a need you can impact)

#3   Create a Small Success (people join a winning team)

#4   Build Trust (sincerity, reliability, commitment)

#5   Encourage Collaborative Action (engage community)

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Thank You

Transforming Technically Expert Professionals Into Excellent World-Class Managers

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