

# Strengthen strengths

Cultural diversity as a success factor in IT



# About us

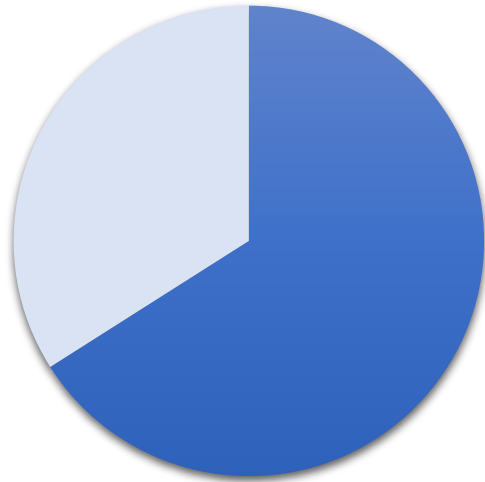
Built up a global IT delivery since 2009.

Successful cooperation of small, owner-managed companies for large-scale automotive outsourcing contracts.

Experienced in guiding multi-national teams.

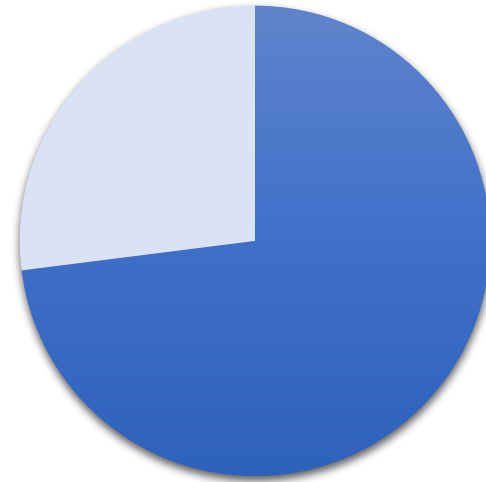


# Things have changed ...



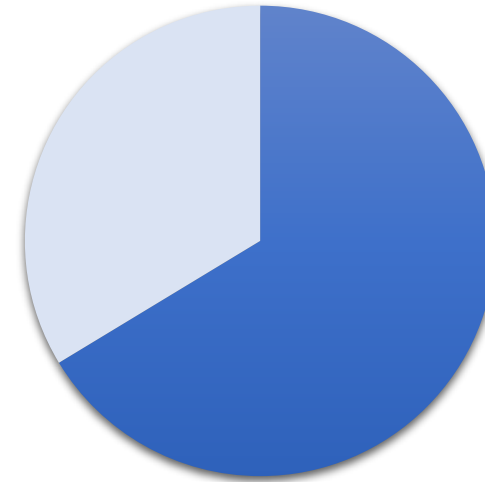
66%

Of leaders say their company is considering redesigning office space for hybrid work



73%

Of employees want flexible remote work options to stay



67%

Of employees want more in-person work or collaboration post-pandemic

from  
**anywhere**

**WORK**

with

**anybody**





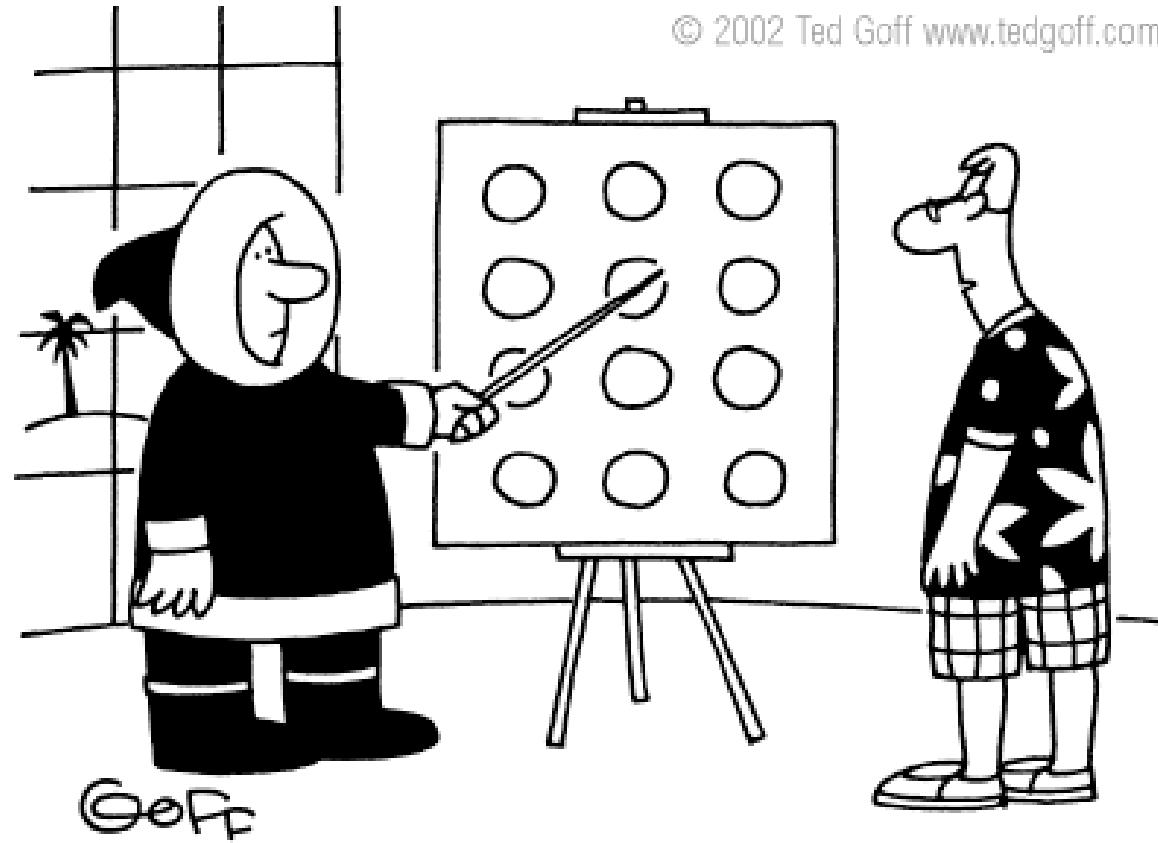
nothing new

IT offshore delivery

# BONUS

Cultural diversity





**"Snowballs? I thought we were  
discussing coconuts."**

# Project idea discussion



Why aren't they doing anything?

Chat informally about the idea.



# Project Meetings



Get down to  
business



They are  
not friendly

# Project Meetings



Present  
detailed  
plans



How can they  
discuss details  
at this stage?

# Project Meetings



They are not prepared for the meeting



Begin with brainstorming

# Project Progress



There are too many meetings. Cant get work done.



Hold frequent meeting. Change tasks as it demands

# Project Progress



Work  
individually on  
tasks assigned  
to them



They don't  
communicate or  
work as a team



If you are

**Humble**  
**Respectful**  
**Friendly**

**You will always be fine.**



KIDZ BEACH



one

more

thing

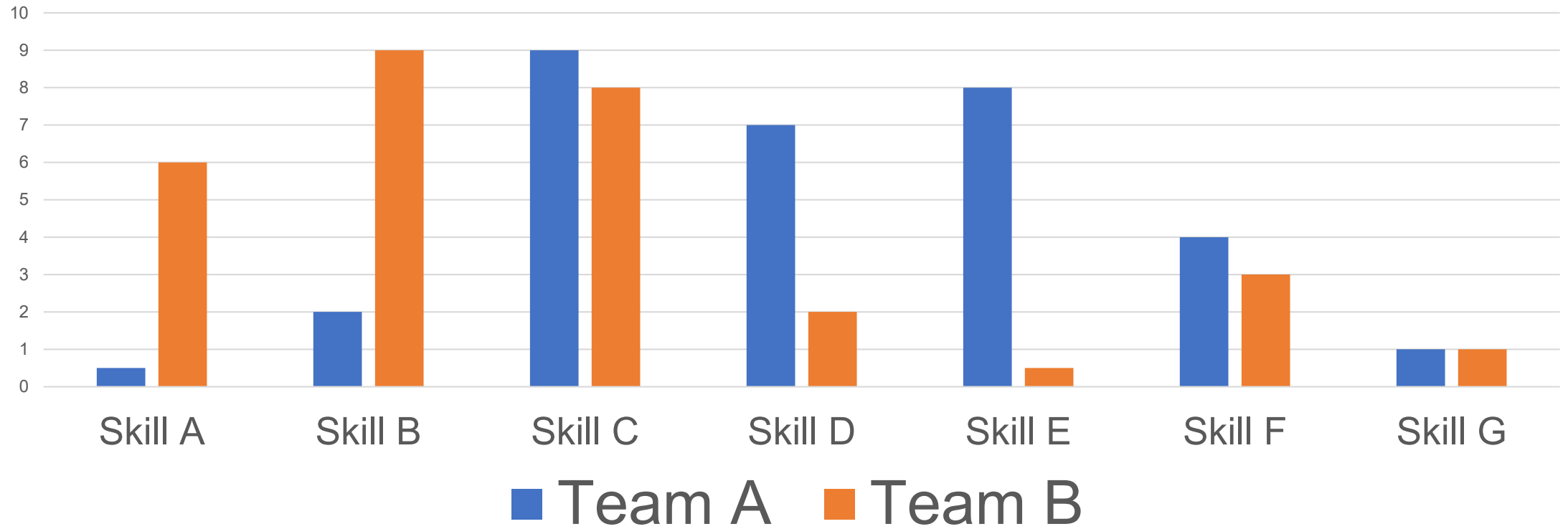
# Strengthen strengths

Many high-performance teams are  
Teams with diverse characters and skills  
Which respect each other  
Know about their strengths and weaknesses  
And compensate each other  
To generate more than the sum of all skills



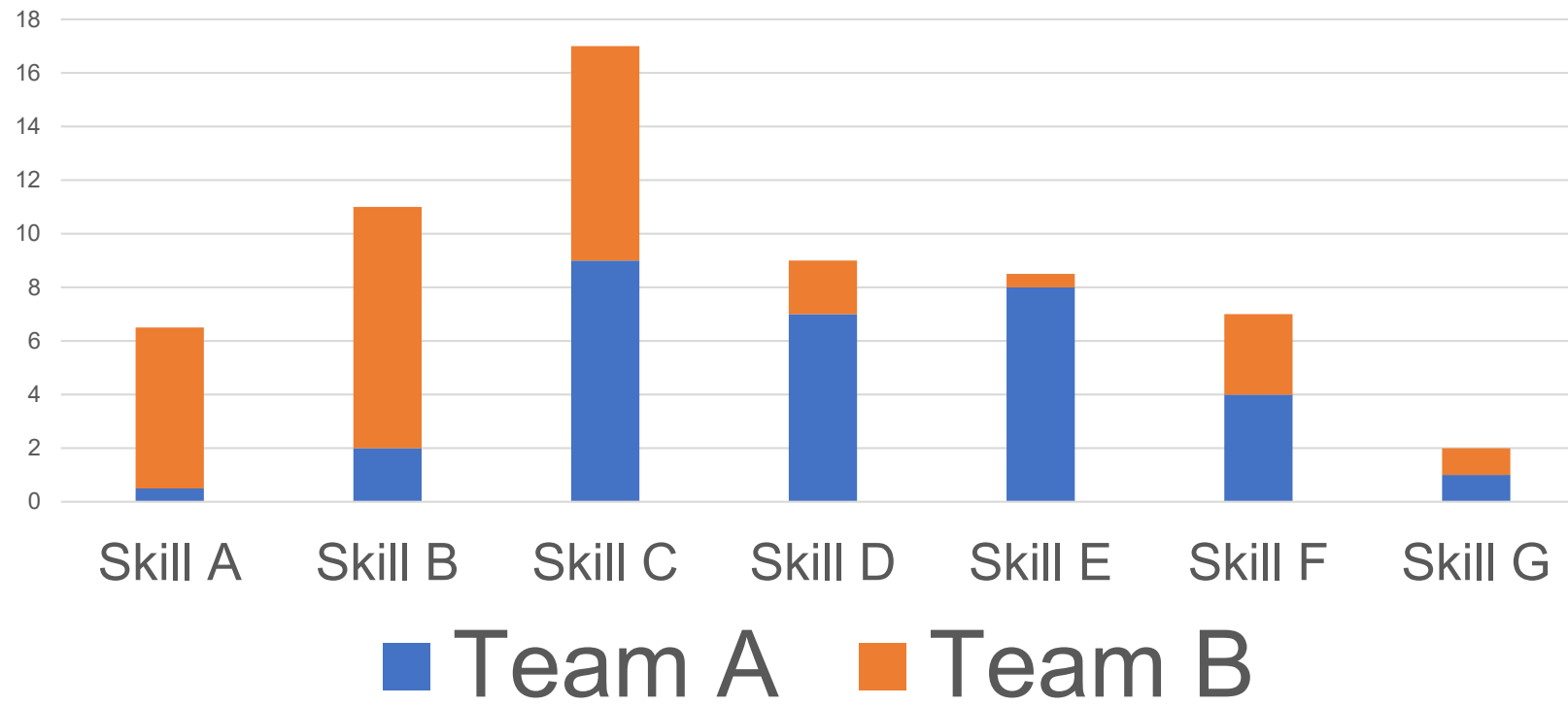
# Example

## Team Skills



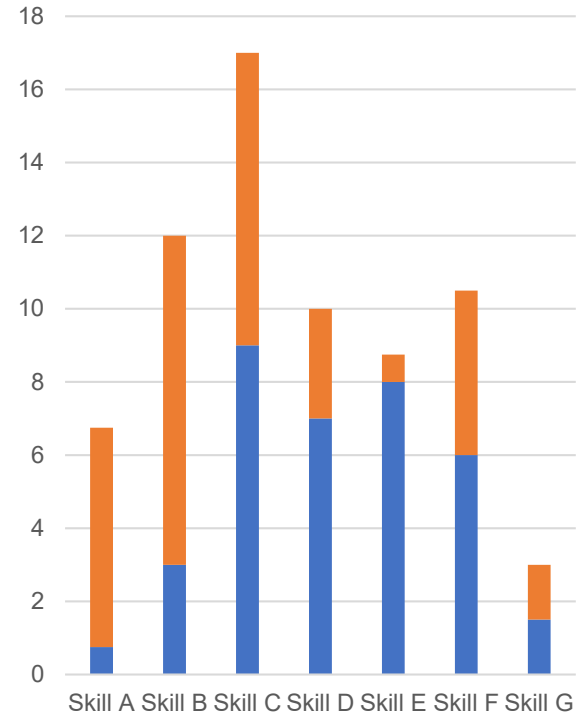
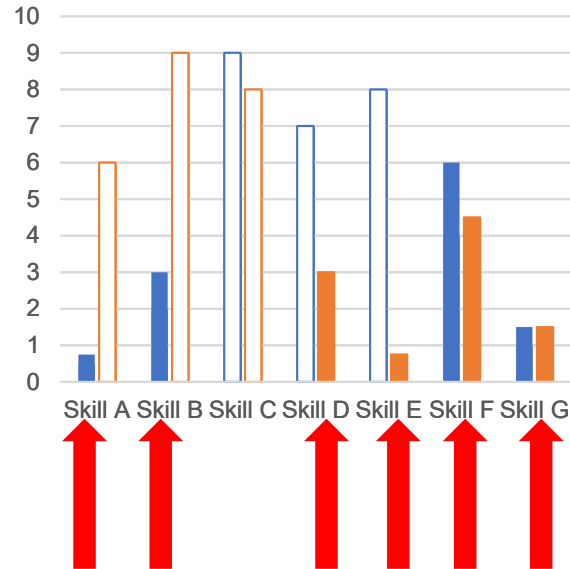
# Example (combined)

Team Skills



$$\Sigma = 61$$

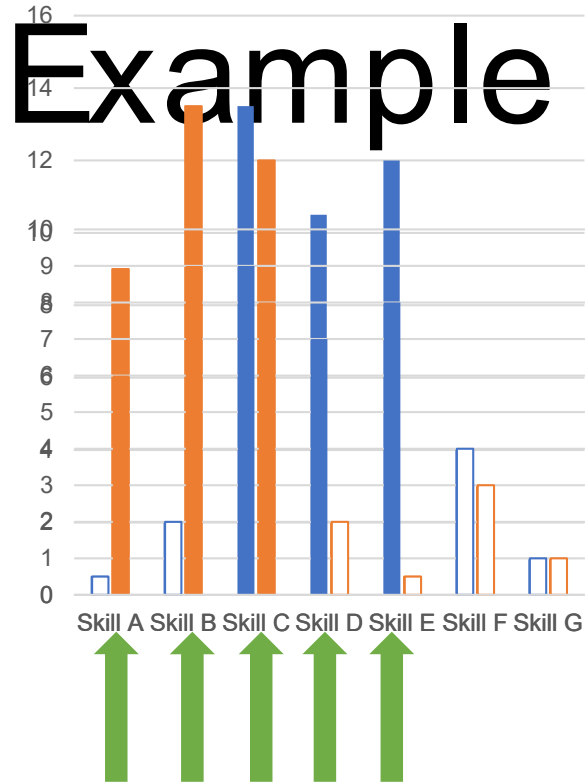
# Example



$$\Sigma = 66$$

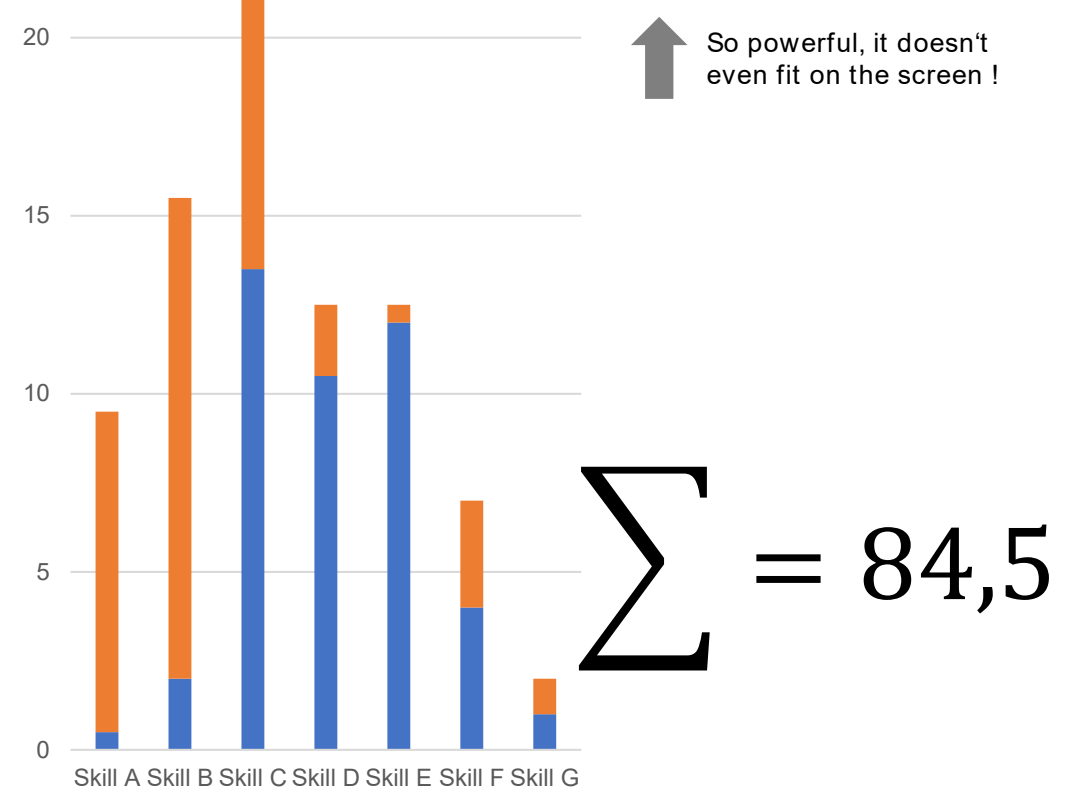
Strengthen **weaknesses** by

**+50%**

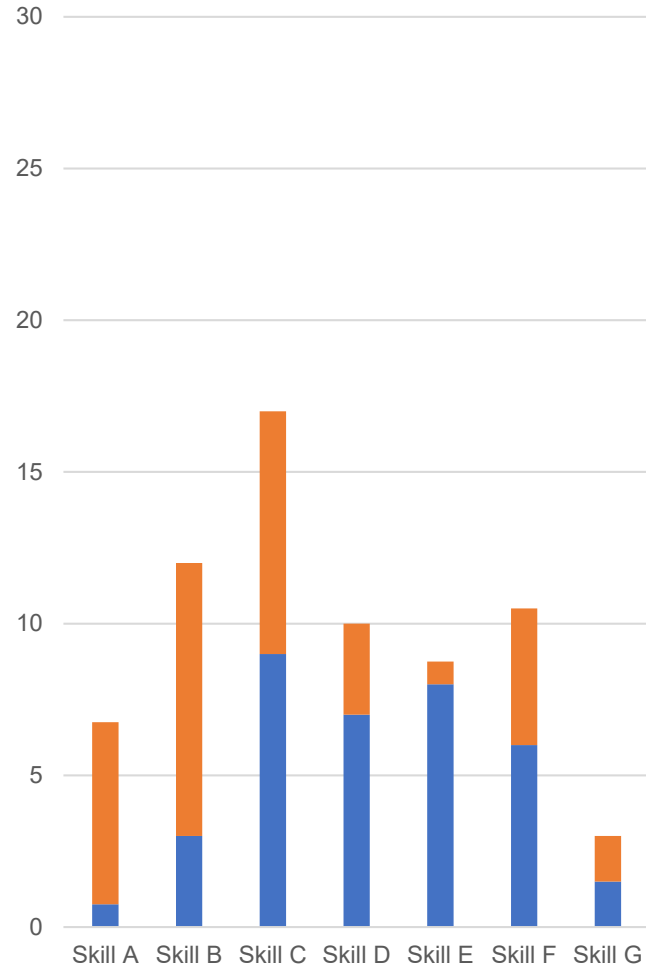


Strengthen **strengths** by

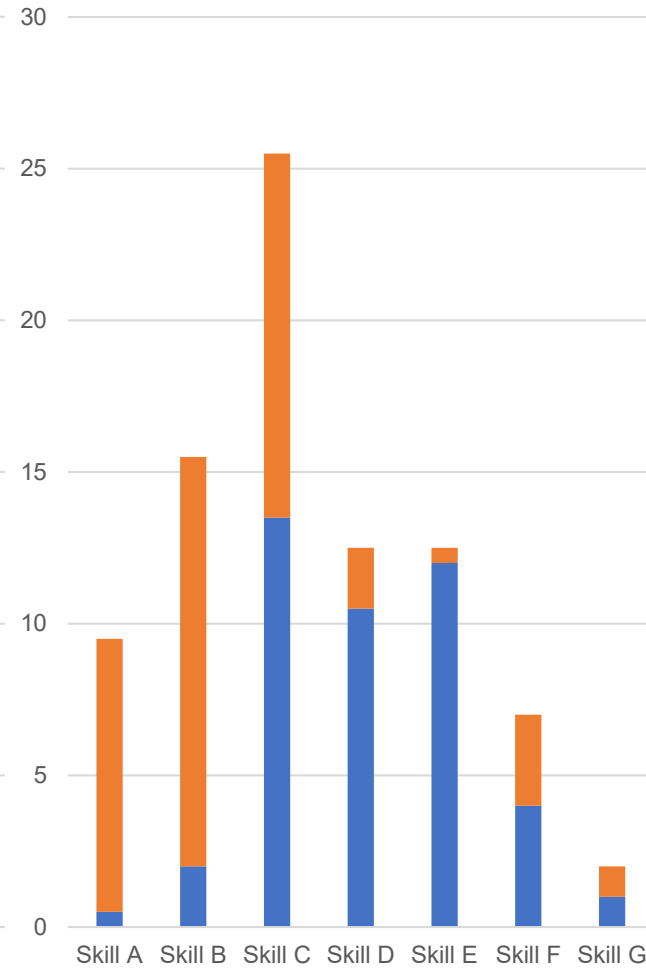
**+50%**



# Strengthen weaknesses



# Strengthen strengths



# Strengthen strengths

# India

- Huge talent pool
- Willing to work in German time zones.
- Large English-speaking pool with ability to learn other languages
- Quick Adaptability to different team conditions.
- Modesty and light-heartedness

# Germany

- Precision in work
- Perfectionism
- Keen sense of community and social conscience
- Look for long term business relationships
- Believes in hands-on expertise



# Respect & Awareness

All team members must

- Be aware of the strengths
- respect and tolerate the weaknesses

Differences create impulses

spark creativity

create resilience and tolerance

... and all the other positive aspects,  
like time-zones ....



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THE END

(really)