

GSA PARTNERS WITH TOGETHER GLOBAL FOR NEW, ED&I-FOCUSED CULTURAL ALIGNMENT PROGRAMME THAT BOOSTS GLOBAL TEAM PERFORMANCE AND ENGAGEMENT

Wednesday 31 January 2024: The [Global Sourcing Association](#) and [Together Global](#) today announce a joint initiative to deliver a CAT (Cultural Alignment Transformation) programme for GSA members. The CAT programme is designed to optimise global team performance, with workshops for GSA members starting in February this year.

To introduce members to this new approach to global team performance, the GSA will be running the following workshops:

- **Introduction to CAT:** Learn about how cultural alignment (or a lack of it) impacts global team performance and engagement levels.
- **CAT Assessment Sessions:** Tailored, ‘closed door’ sessions for stakeholders within the same organisation to understand how friction and failure linked to culture is impacting their global team performance and explore ways to address this.

The sessions, hosted either on or offsite, are tailored to each business but always include detailed feedback from in-person diagnostic interviews and uniquely, with the outsourced delivery teams themselves – which is what makes the training so effective and the ROI clear.

Kerry Hallard, GSA CEO said: ‘While off-shoring delivery teams makes commercial sense for businesses, we’re acutely aware of the problems cross-border and cultural misunderstandings can create, delaying projects or even causing them to fail – costing time and money at a time when budgets are leaner than ever.’

She goes on: “This training, developed in partnership with cultural alignment experts Together Global, is a game changer for our members. It has proven and measurable results and offers something unique and effective. It ties directly into our ESG focus for 2024, helping businesses to address DE&I in a meaningful way, throughout their operations and supply chain, while simultaneously addressing the talent crisis that is currently impeding our industry.”

Lisa Thorne, CEO of Together Global who will deliver the CAT workshops adds: “So many businesses are losing time, money and talent due to a lack of cultural alignment. The CAT programme directly addresses this important issue by putting a spotlight on how cross-cultural friction negatively impacts performance and engagement levels. As a neutral 3rd party, we’re able to get honest, candid insights from all parties and use these to address this important issue in a constructive way. CAT increases productivity of course but it also

increases employee engagement, which impacts team morale and attrition. It puts mutual respect, shared understanding and collective accountability at the heart of global business operations.”

Find out more about the GSA/CAT training at www.gsa-uk.com/CAT

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ABOUT THE GSA: The Global Sourcing Association is a social enterprise striving to make a difference and promote positive change across the technology and business services industry. Trusted by sourcing professionals for 35 years, the GSA is the consistent voice for the future of the industry and the professionals working within it; promoting sustainable and ethical sourcing to create a positive future for our businesses and our shared planet.

For more information or to speak to the GSA, please visit www.gsa-uk.com or email admin@gsa-uk.com

ABOUT TOGETHER GLOBAL: Founded in 2016, Together Global are innovators in the world of global team performance. Their market-first Cultural Alignment Transformation (CAT) performance improvement programme delivers measurable business value, getting teams ‘culturally aligned’ around a single, high-performance culture. Based in the UK, they specialise in helping ‘Western’ organisations build better, stronger connections with their Indian counterparts using industry-leading tools and techniques.

For more information or to speak to Together Global, please visit: www.togetherglobal.com or email contact@togetherglobal.com