



The Culture  
Factor  
| GROUP

# THE CULTURE PORTAL

YOUR ALL-IN-ONE PLATFORM FOR MANAGING  
CULTURE ACROSS YOUR ORGANISATION

Centralise your culture tools, diagnostics, and reporting to  
manage culture like any other business function

## WHAT YOU CAN DO WITH THE CULTURE PORTAL

The Culture Portal is a service platform that helps organisations assess, develop, and track culture in one place.

It brings together diagnostics, learning tools, and reporting dashboards so HR, leaders, and teams can manage culture with the same clarity as any other business function.



## CULTURAL RESOURCES AT YOUR FINGERTIPS

In many organisations, culture work is scattered across surveys, workshops, training programmes, and local initiatives.

The Culture Portal centralises these efforts, giving you one environment to measure progress, support teams, and guide decisions with data.

With the Culture Portal, you can turn culture from an abstract topic into something you can see, measure, and act on.



### SEE HOW CULTURE SHAPES YOUR ORGANISATION

Visualise how cultural preferences influence teamwork, leadership expectations, and decision-making across contexts.

Interactive maps, dashboards, and reports make it easy to share insights with stakeholders and guide conversations with data.



### MEASURE WHAT IMPACTS PERFORMANCE

Deploy culture diagnostics to understand how teams work, where friction appears, and which behaviours support your strategy.

Track results over time to evaluate initiatives and monitor progress instead of relying on impressions.



### SUPPORT TEAMS WITH PRACTICAL GUIDANCE

Give managers, HR, and facilitators concrete insights on how to adapt communication, leadership approaches, and collaboration practices.

Turn culture data into actions teams can apply in everyday work.

The Culture Portal supports the people responsible for making culture work in practice:

HR deploys tools and tracks progress

Leaders use insights to guide teams

Employees gain feedback and practical guidance

One platform, shared across roles, aligned around the same data.

## THE CULTURE PORTAL COMBINES THREE CAPABILITIES

Everything you need to understand people, improve teams, and track cultural impact in one platform.



### INDIVIDUAL INSIGHTS

Understand individual preferences

Tools like Culture Compass™ and the Cultural Adaptability Profile help employees and leaders understand their working preferences, strengths, and challenges when collaborating across cultures.

They support leadership development, mobility decisions, and team effectiveness by making individual differences visible and actionable.



### LEARNING AND CAPABILITY BUILDING

Beyond Cultural Awareness

E-learning modules, masterclasses, and follow-up surveys provide structured learning and reinforce application in daily work.

They ensure culture initiatives move beyond awareness to measurable improvement.



### TEAM & ORGANISATIONAL INSIGHTS

Understand Teams and Working Practices

Diagnostics such as the Team Culture Scan, trust indicators, and reports reveal how teams communicate, make decisions, and collaborate in practice.

These insights help HR and leaders identify friction points, align practices with strategy, and monitor progress over time.



*The Culture Portal has been vital for our HR team. We use it to revamp our communication when sending emails to our teams worldwide. Three members of our team have become certified, allowing us to launch and plan our initiatives independently.*

*Anonymous, HR director, France*

## PACKAGES

### TIER 1 - ESSENTIAL

For teams building a shared foundation for effective international collaboration.

Includes:

**E-learning Masterclass** to establish a common understanding of culture in business

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**Culture Compass™** to help individuals understand their working preferences

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**Culture Portal** access for participants

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An **administrator account** to manage and deploy tools

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Access to a selection of **Culture Maps**

### TIER 2 - INSIGHT

For organisations ready to move from awareness to measurable culture insights.

Includes Essential, plus:

**Team Culture Scan** to identify behavioural patterns impacting performance

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**Cultural Adaptability Profile** to support mobility, hiring, and leadership readiness

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Access to the **Culture Maps**

### TIER 3 - CERTIFIED PARTNER

For organisations ready to operationalise culture as an internal leadership and business capability.

Includes Insight, plus:

Dedicated **Customer Culture Success expert** to support interpretation, rollout, and internal initiative.

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**Culture Workshops**

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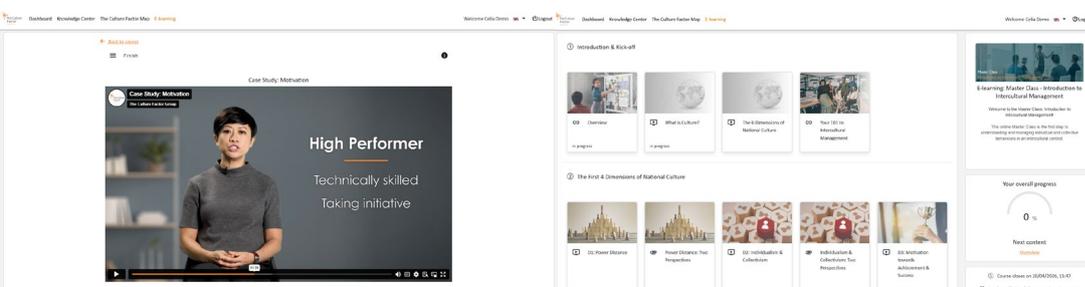
**Internal Certification programmes**

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**Individual Coaching hours**

## CONTACT US

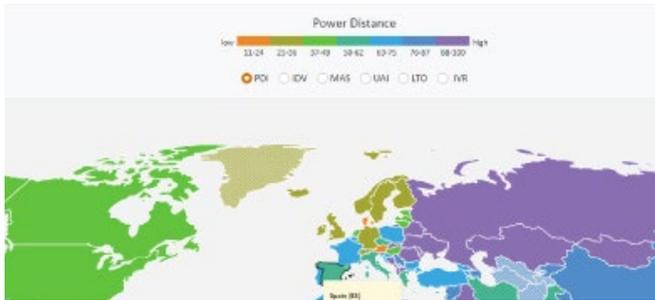
For more information on what the portal can do for you contact us at [connect@theculturefactor.com](mailto:connect@theculturefactor.com) and our experts will help you design a solution that works for you.



# HOW ORGANISATIONS USE CULTURE DATA TO MAKE DECISIONS WITH THE CULTURE MAPS ?

The Culture Portal Maps visualise cultural data so leaders and HR teams can anticipate risks, adapt practices, and make informed decisions across markets and teams.

## 01 | THE DIMENSION OVERVIEW



Compare countries directly to anticipate differences in leadership expectations, teamwork, and communication.

Use this to prepare managers, align project teams, or adapt organisational practices before friction appears.

## 02 | CULTURE FILTER MAP



Focus on the cultural dimensions that matter most for your business objective.

Use this to tailor leadership training, negotiation strategies, or customer engagement approaches to specific markets.

## 03 | CULTURAL SIMILARITY MAP



Identify where teams or markets are likely to align easily, and where friction may appear.

Use this to plan integrations, regional collaborations, or expansion strategies with fewer surprises.

## 04 | CULTURE CLUSTER MAP



Group countries by similar working practices to design scalable regional strategies.

Supports HR and enables training planning across multiple markets without treating every country separately.

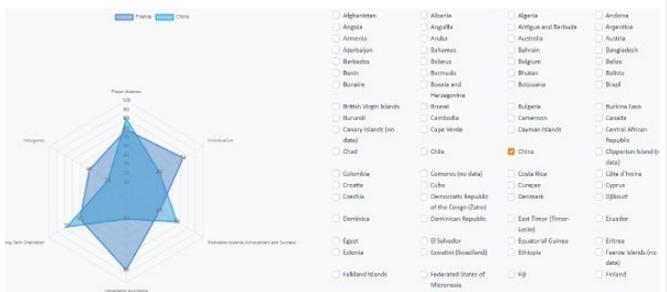
## 05 | COUNTRY CONNECTION MAP



See how countries relate to each other culturally to guide market entry, partnerships, and regional strategy.

Enables organisations to prioritise locations where adaptation effort will be lower or higher.

## 06 | COUNTRY COMPARISON CHART



Compare countries to anticipate differences in leadership expectations, teamwork, and communication.

Use this to prepare managers, align project teams, or adapt organisational practices before friction appears.

# ENHANCING GLOBAL HR OPERATIONS

MGID | CASE STUDY



## ▼ THE CHALLENGE

Our client, MGID, is a rapidly growing international company in the advertising and marketing sector. They faced a challenge in supporting HR operations across 11 different countries due to the constant shift in cultural contexts.

## ▼ THE SOLUTIONS

When we first engaged with the client, we recommended the use of our Culture Compass™, a Country Comparison tool, and an initial Beyond Cultural Awareness course. These resources helped the HR team better understand how cultural factors affected their operations.

Following this initial pilot, the enthusiastic members of the HR team requested that an **internal Culture Team be certified**. They were to act as an in-house knowledge hub for all departments and units.

As the organisation continued its rapid growth, the knowledge gained from the certification course, combined with access to The Culture Portal, enabled the **Culture Team to play a pivotal role in ensuring that all new applicants seamlessly integrated into the company's cultural framework**.

## ▼ THE RESULTS

In the first six months following the internal certification, MGID assessed employees in various teams. **This resulted in a significant reduction in onboarding time for new hires, making communication and integration smoother.**

Additionally, internal beyond awareness courses received higher ratings, demonstrating improved participant appreciation.

These outcomes highlight the positive impact of our collaboration on cross-cultural understanding and HR operations at MGID.





## OUR EXPERTISE AT YOUR SERVICE

### **EFFECTIVE CULTURE SOLUTIONS**

We take the time to understand your unique challenges and needs. Rather than offering one-size-fits-all services, we believe in co-creation. You become more than just a client; you are a trusted partner. Together, we develop solutions that are tailor-made to resolve your specific cultural challenges.

### **UNIQUENESS**

By weaving National and Organisational Culture into our approach, we offer a holistic viewpoint that transcends standard cultural consultancy. Our bespoke solutions align your organisation's values and practices with the specific cultural environments in which you operate.

### **FLEXIBILITY**

In today's fast-paced world, adaptability is crucial. Our Culture Portal offers real-time access to a treasury of cultural knowledge and data, giving you the flexibility to make informed decisions on the fly.

### **RELIABILITY**

We are firmly grounded in a data-driven approach, transforming abstract cultural insights into tangible, actionable strategies. With us, you're making decisions based on rigorous data, not assumptions.

### **GLOBAL REACH**

With a vast network of consultants and specialists stationed on every continent, we deliver a world of perspectives straight to your doorstep. This extensive global footprint empowers us to offer solutions that are finely tuned to local nuances. At the core of The Culture Factor is an unwavering commitment to customer satisfaction, achieved through global excellence.



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Consulting | Coaching | Certification | Tooling

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Contact us: [sales@theculturefactor.com](mailto:sales@theculturefactor.com)