IP BEST PRACTICES

Cultural Patterns

A best practice shared by Charles de Sabran-Pontevès.

Generated on 22 November 2026

Cultural Patterns

Analyse past successes and failures of each company to find bridges between the two cultures in an integration.

Key steps

Very few integrations end up being successful — only about 30%, according to McKinsey — because the human factor is often underestimated and poorly addressed.

When dealing with integrations, analyse past successes and failures of each company to observe different patterns and find some bridges between the two cultures.

Make sure leaders communicate in ways that resonate with both companies, using language and examples that reflect each culture's identity to make sure that all people are on board.

CONTACT

InspiringPeople

ADDRESS

Maliebaan 45

3581 CD Utrecht

The Netherlands

PHONE

+31 84 00 38 999

EMAIL

contact@inspiringpeople.com



“Inspire to engage”