

Is cultural friction costing your team?

Most leaders know something isn't working.

They just can't name it.

THE PROBLEM

International teams lose time, trust and money

to cultural friction.

Underneath the surface, people are operating with completely different assumptions — about how decisions get made, how feedback should land, and what good communication actually looks like. That gap is where the friction lives. And it rarely fixes itself.

DOES THIS SOUND FAMILIAR?

- Decisions get discussed but never clearly land
- Everyone leaves meetings with a different understanding
- What's direct in one culture is offensive in another
- Feedback creates tension instead of improvement
- Ownership breaks down at the cultural boundary
- Performance suffers — for reasons nobody can name

WHO I AM



Brendan Thomas Quinn

Cross-Cultural Consultant · Barcelona

Born and raised in the UK, from an Irish family. Years working across West Africa. Now living in Spain. I've navigated cultural friction from the inside — not just studied it. I also lecture in Cross-Cultural Communication at SBS Swiss Business School.

Member of SIETAR Europe

The Cultural Friction Sprint

A structured three-phase engagement — not a one-day workshop.

Your team doesn't need another generic training day. The Cultural Friction Sprint diagnoses what's actually creating friction, fixes it through a focused full day, and embeds the change through individual follow-up conversations. The result is shared norms — built by the team, owned by the team.

PHASE 01	PHASE 02	PHASE 03
Diagnosis <i>Before the workshop</i> Participants complete a confidential questionnaire. Responses are analysed and shape the workshop around your team's real dynamics — not generic scenarios.	The Workshop <i>One full day, in person</i> The team surfaces friction, builds a shared language, and co-creates agreed norms for how they communicate, make decisions, and give feedback.	Embedding <i>Individual follow-up</i> A one-to-one conversation with each participant — checking how the agreed norms are landing and reinforcing the shared framework.

RIGHT FOR YOU IF...

- You lead an international or multicultural team and know something isn't working — but can't quite name it
- Your team has an offsite or away day and you want to fix what's actually broken, not just build rapport
- Performance is breaking down at the cultural boundary and you need a strategic partner, not a training course

INVESTMENT

€ 6,500

For teams up to 12 people
Three-phase engagement
Travel outside Europe quoted separately

Let's talk about your team.

Book a 30-minute discovery call — no pitch, just a conversation about what's happening and whether this is the right fit.

brendanthomasquinn.com

"The friction is real but hard to point to. That's exactly where I work."