



# DAVID-GOLIATH CULTURE GAPS

As established organizations try to drive new growth, many are collaborating with smaller startups — and finding David and Goliath culture gaps getting in the way. But there's more to the divide than initially meets the eye.

In large organizations, the culture split might be more dramatic internally, with employees feeling stifled by hierarchy and bureaucratic layers.

Plus, the similarities between the two are often far deeper than the differences — sharing an emphasis on entrepreneurship, innovation and customer-centricity.

And while large organizations typically seek collaborations to gain access to innovative technologies and new markets, the ancillary cultural benefits can be far more valuable.

Here's how to set the right environment for successful David and Goliath collaboration.

**Define your common ground** by identifying cultural similarities between organizations and workarounds for differences.

**Know yourself** and map the internal cultural differences between your ranks, then work to close those gaps.

**Be prepared to change your DNA** by adopting parts of the startup's culture to increase your organization's competitiveness.

Learn more about how to prepare the future workforce for collaboration with our full report:

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