



# Success Story Summary

## Softtek – Start Up Focuses on Culture to Become Global Software Company with 30 Offices Around the World

### ORGANIZATION

Softtek, global provider of process-driven IT solutions. Softtek is the creator and a leader of the nearshore industry.

### ISSUE

Culture and purpose as well as self-awareness have always been important to Softtek founders. Brave, bold startups are a great place to work on culture, but as the startup grows to a several-thousand person international company, the challenge and strength of creating an open, aware and innovative culture is important. This information technology leader first worked with The Human Element® when there were 30 employees and has made it a central part of on-boarding, team building, and innovation ever since. Through the years, they have made efforts to improve their culture many times and found ways to keep it alive and thriving.

### OUTCOME

Softtek has grown from 12 people to a 12000+ employee, successful international operation over the course of 30+ years, with openness and accountability at the core of its culture. Today it continues to be a robust, successful, great place to work, with a culture that truly shows how openness, accountability and choice make a difference across diverse cultural backgrounds.

### PROCESS

Quídám Global has worked with the company since 1990 and over the years provided direct training, practitioner training, coaching and support. Decisions on how and when to use the Human Element materials and programs is left to highly capable internal practitioners, who also consult with Quídám to further adapt the work to their context. This has meant, over the years, creating various Human Element based programs in their internal consulting, being sure to keep the original concepts front and center.

### Consultant/Company

Jorge and Monica Diaz, Master Licensed Human Element Practitioners, Quídám Global

Daniel Peralta, Rubén Peralta, Marta Angélica Martínez, Licensed Human Element Practitioners

Softtek Internal Licensed Human Element Practitioners: Luis Revilla, Chief People Officer

Ricardo Morell, People Leader, Mexican Market

Arturo Zúñiga, People and Culture Manager, Monterrey, Mexico

Hilda Molina, Human Development

Gabriel Pérez Ponce, Culture Leader

### Country

Mexico