In 2017, Dr. Briody began a collaborative project to document the evolving culture of a large, Middle Eastern petrochemical firm. The project involved a team of five business anthropologists and four professionals from McKinsey & Co. Dr. Briody will discuss two key areas of focus from this work: (1) **content**: identifying the strikingly similar themes and patterns in the firm’s Dutch and American operations, and (2) **process**: negotiating with the McKinsey colleagues about collecting and analyzing data, including the use of a study-participant drawing technique she was in the process of perfecting. The “silo” emerged as a helpful metaphor as the team sought to understand the broader cultural context including its structure and dynamics. The team’s recommendations were designed to penetrate those silo “walls” and enhance overall organizational performance.

Please join us to learn more!