HATCH IDEAS WORLDWIDE (UK)

Supports social & cultural change by providing consultancy, concept development, and project management support.

INSTITUTO VEREDA (BRAZIL)

Offers mentorship, corporate education and business consulting to entrepreneurs.

Sharing values and a vision, the two were eager to work for the first time.

We want to help social entrepreneurs.

So we’re inviting 25 of them to help us develop this game.

It’s a gamified app that will help entrepreneurs manage their finances...

Whereas Hatch managed the recruitment.

Connect them with potential investors...

Price their goods and services...

And boost their self-confidence.

Each agency played to their strengths.

Instituto Vereda focused on the game design.

Join us!

That’s what we love.

We are all leaders.

We have different aspects of leadership.
They worked together like different parts of the same organisation productively, openly, equally.

But there was still something missing.

Bye!

I think we need to talk.

No, it's not that...

Is there a problem on your end?

What's going on?

We're supposed to be building a community for others, but I don't think we're doing that ourselves.

But don't we work well?

I understand, but just doing the project isn't enough - we need to really collaborate.

I just...

What's wrong with just doing work and tasks?

I want us to bond more.

Because you are much more effective and efficient with a deeper sense of trust and respect.

Aha!
By choosing to have a closer relationship, their collaboration became stronger with mutual understanding, respect, and trust.

This personal attitude is something I’m hoping to bring to my other working relationships as well.

This project taught me a lot about cultural differences.

In Brazil, we have WhatsApp groups where we communicate all the time.

The UK partners communicate through e-mail and more formally.

We found that the deepest knowledge was similar.

But when we went a bit deeper,