



SUCCESS STORY

Driving synergy and organizational growth

How Banco Macro unified teams and culture with the support of PDA International.

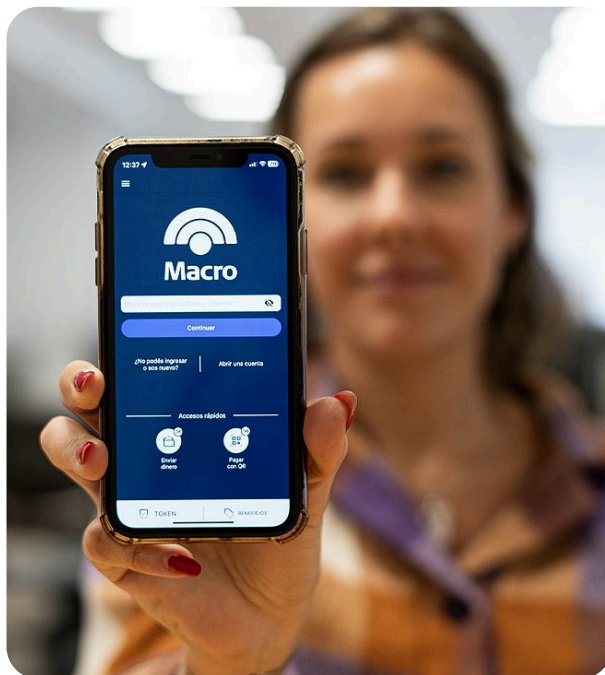
History

Thinking big to drive the financial future

Banco Macro is the private bank with the **largest branch network in the country** and ranks as the number one privately owned national bank in Argentina.

With more than **7,900 employees**, an extensive network of 1,772 ATMs, and 957 self-service terminals, Banco Macro operates across **500 service points**, providing accessible and high-quality financial solutions to its customers. Over the years, the bank has evolved to offer innovative financial products and services. Today, it stands as a benchmark in the sector, committed to **financial inclusion, innovation, and digital transformation**.

Thanks to its strong commitment to teamwork and the continuous development of its employees, Banco Macro has established itself as one of the **best places to work in Argentina**, certified by Great Place to Work since 2022.



Challenge

Integrating cultures, bringing people together, and unlocking talent

The acquisition of Banco Itaú in Argentina by Banco Macro represented much more than a **corporate merger**; it was the starting point of a human and organizational challenge. The integration of teams from two entities with different cultures, values, and ways of working required a strategic and thoughtful approach to **ensure a smooth and effective transition**.

This process involved addressing multiple challenges: from the need to build trust and **alignment among diverse teams** to creating a new shared sense of belonging. The natural resistance to change, **combined with the uncertainty and emotions** that arise in transformation contexts, made it essential to develop a strategy that placed people at the center.

Additionally, the synergy between different structures, methodologies, and leadership styles posed the challenge of ensuring a frictionless integration.



It was not only about unifying processes, but also about aligning expectations, communication styles, and ways of working so that each employee could **adapt without losing their essence or motivation**.

Aware of the importance of effective change management, Banco Macro sought a solution that would accelerate adaptation, strengthen team cohesion, and leverage the talent of both organizations into a strong and unified new corporate identity.

Solution

From integration to organizational synergy

With the support of PDA International, Banco Macro implemented a program of integration workshops designed to facilitate the transition and strengthen collaboration among the merged teams.

Individual self-awareness

Each employee had access to the **PDA Assessment**, a tool that enabled them to understand their behavioral style, strengths, and areas for improvement. This first step was essential to foster self-acceptance and develop the skills needed to face change with confidence.



Team insight and profile compatibility

A team-level analysis of **behavioral trends was conducted**, making it possible to identify complementarities and foster a more effective culture of collaboration. Visualizing these patterns helped manage expectations, improve communication, and strengthen cohesion among members with different backgrounds and work dynamics.

Solution

Customized dynamics

Activities were designed and tailored to the specific needs of each team, promoting experiential learning through practical and interactive exercises. These dynamics fostered **connection among employees and created safe spaces** for expression and the exchange of ideas.



Support for leaders

An interdisciplinary team, composed of HRBPs and other key roles, received **specialized training in PDA International**. This ensured that the integration was not limited to a one-time intervention, but became a sustained process over time, with leaders equipped to **guide and support employees** through every stage of the change.



Result

A new chapter: Integrated culture, connected teams

The merger between Banco Macro and Banco Itaú in Argentina represented a large-scale organizational challenge, but also an opportunity to transform the way teams collaborate, communicate, and evolve together.



Through PDA International's approach—based on self-awareness and behavioral analysis—the results exceeded expectations, consolidating a more cohesive and resilient culture.

10

Areas adopted behavioral analysis tools.

85%

Of leaders applied team analysis insights in their management.

90%

Of employees would recommend the experience.

71%

Employee satisfaction rate.

About PDA

We are an HR Tech company that transforms people management, recruitment, and development through a digital ecosystem based on behavioral science.

At PDA International, we empower organizations to implement effective strategies in talent acquisition, performance, analytics, and engagement.

Our mission is to democratize self-awareness by offering agile tools to identify behavioral profiles, assess compatibility with roles and skills, detect leadership strengths, build high-performance teams, and ensure cultural fit, among other solutions.

At PDA International, we are redefining the future of people management through behavioral science.

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