



Leading and managing across Cultures the next critical skill.

A two day itim specialized seminar

Research confirms that addressing cultural integration issues is key to the success of international teams. Aligning people with different approaches to decision making, to motivating teams and to communication styles is a must. Your customers are becoming more diverse, so how can you keep giving the best service to your most valuable asset? How to turn diversity into a competitive advantage as Labour shortages are rising and you need to look for talent in a bigger pond? And how to overcome cultural differences and make international M&A transactions succeed, knowing that cross border transactions have twice the failure rate? How do you cope with diversity? How can you turn the increase in diversity into a strategic advantage?

This seminar helps you re-position intercultural diversity in all its facets into a critical strategy for business survival.

Method

Vital learning moments define the seminar. Everything from cognitive learning to cases from outside companies and experiences from participants culminates in a larger lesson: How to manage in the new culturally diverse environment.

Objectives

The programme is designed to:

- ✓ Understand that of all forms of diversity, e.g. Age, gender, religion etc, intercultural diversity, i.e. between national cultures is the next challenge.
- ✓ Understand the “5D Hofstede model” to help distinguish country cultures.
- ✓ Understand how cultural differences determine personal leadership preferences.
- ✓ Recognize and apply effective approaches across cultures.
- ✓ Understand the dimensions of Organizational Culture, and its significance to attract diverse talent.
- ✓ Recognize the growing importance of diversity throughout your organization.
- ✓ Know themselves, in terms of understanding their own culture, identity, biases, prejudices and stereotypes
- ✓ Develop a strategy to link diversity to your company’s business goals.
- ✓ Implement diversity management in the home organization.



Location: **Amsterdam, The Netherlands**

Seminar fee **€ 1.395** per participant, excluded VAT and accommodation

For more information and subscription:

info@itim.org www.itim.org/calendar

Cancellation policy

The following cancellation conditions apply:

Cancellation prior to the start of the program % of program fee

▪ Up to 3 weeks	No charge
▪ 2 to 3 weeks	30%
▪ 1 to 2 weeks	60%
▪ During the last week	100%


If registration for participation is less than 5 people the seminar may be cancelled or postponed. Such a possible cancellation will be announced at least 3 weeks before start of course with payments already made, fully refunded.



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Programme


Day one:

- 9:00 – 9:15 Introduction to the programme
- 9:15 – 11:00 Interactive presentation and exercises: An introduction to culture and its consequences.
- 11:00 – 11:30 Exercise : A Cultural Survey
- 11:30 – 12:30 Interactive presentation continued: introduction to the 5-D Model
- 12:30 – 13:30 Lunch 
- 13:30 – 17:00 Exercises and cases on leadership, delegation, control, communication, marketing, transfer of knowledge, decision making. How they differ across cultures. And how to make them work taking local values into account.

To benefit from a tool

To increase competence

Day Two:

- 9:00 – 10:30 Simulation Game: how to lead meetings of international teams.
- 10:30 - 12:30 International negotiating exercise
- 12:30 – 13:30 Lunch 
- 13:30 – 17:00 Workshop: Critical Incidents.
Exercises and cases on how to make things work in an international team, taking the local values into account

To find solutions



This two day seminar is presented **by itim International**.

Itim has over 25 years' experience in helping global clients increase their global effectiveness. All our services are designed to unleash the potential of people across cultures.

Our approach is based on extensive research into national values and practices worldwide, at the core of which lies the work of Professor Geert Hofstede.

Your consultants for this seminar

Huib Wursten

Until 2007 Huib was co-owner and MD of itim International. He is experienced in translating international and global strategies and policies into practical consequences for management. He has been working in this field since 1989 with Fortune 1000 companies, as well as with public and political organizations in 85 countries on all continents.

Carel Jacobs

Is senior consultant/trainer for itim in The Netherlands since 2005. After a career as MD of an international learning company and project manager in international business projects he concentrated on intercultural management in both the public and private sector in the area of education, organization development and management of change.

Tom Fadrhonc

Has worked the past 14 years for Nike in the US and Europe, in the early days as part of the new Football division in the US, and subsequently as Country General Manager in Europe. He spent these years merging Country organizations and restructuring and relocating divisions. In 2008 he decided to leave Nike and concentrate on Intercultural Management exclusively, in the area of Sports, Education, and Management. He is a member of itim International, and was member of the Board of the American Chamber of Commerce, the Nike Pension Fund, and Webster University.

**For more information do not hesitate to contact us:
info@itim.org**