



Managing Your Dubai Office

Cross-cultural Management Training

24 March 2014, Dubai

Introduction:

Today's international business landscape changes the way organizations operate and people communicate. It is increasingly common to work with colleagues, clients or suppliers in or from more countries. While colleagues or suppliers from different countries may work for the same organization, in the same industry or possess similar professional knowledge and skills, their ways of working, interacting with each other and doing business, may be vastly different.

People from various cultural backgrounds differ in their mindsets, drivers, values and beliefs, and as a result employ diverse management and communicating styles and working methods. Therefore, Dutch, Indian, American and Arab team members do not go hand-in hand just like that. This can be seen as a source of frustration but also as a source of innovation and opportunity. Diverse teams have proven to be more successful, if managed properly.

If you aim to work effectively and get the best out of your team and business in Dubai, you need to establish the right match between your own management style, your team and the local business culture.

Managing multicultural teams:

In this dedicated workshop we dive into our deeper cultural layers and gain understanding of our own cultural driver's and those of others. We will see how our cultural blinders impact the way we interpret the world and how we are being interpreted ourselves. We explore cultural similarities and differences between Arabs, Asians and the Dutch and define opportunities and pitfalls for successful collaboration. We share experiences and practical tips on how to work and communicate effectively with colleagues and relevant business partners from around the world and specifically, the Gulf.

This program provides insights into the cultural aspects that impact your business and team performance as well as tailored strategies to manage cultural differences.

Results:

- ▶ Understanding the differences between European, Arab and Asian business cultures with regard to organization, management and communication
- ▶ Effective communication strategies in daily work situations (leadership, feedback, negotiating)
- ▶ Effectively managing diverse teams (motivating and committing)





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Who should attend?

General managers, operational managers and team leaders of Western companies that manage and operate branch offices and facilities in Dubai.

Program:

This program provides deeper insights into the main cultural dimensions at play in the mindsets and behaviors of local employees and teams. We specifically focus on the situational challenges of western managers in daily management of Dubai branches and teams, such as issues related to hierarchy, planning and responsibility.

We address the management challenges resulting from such cultural differences in an open and interactive way. Together with you and other participants we develop appropriate responses to strengthen collaboration with your teams. We focus specifically on the country and professional cultural backgrounds of the participants based on intakes in advance.

The training program consists of the following modules:

Business Cases

- ▶ Experiences & Expectations
- ▶ Inventory of practical cases

Cultural Exchanges

The interaction between European, Arab and Asian business cultures regarding:

- ▶ Drivers and motivations
- ▶ Hierarchy and management
- ▶ Organization and meetings
- ▶ Time and planning
- ▶ Rules and regulations

Connecting Cultures

Effective communication in daily work situations

- ▶ Communication styles across cultures (verbal and written)
- ▶ Motivating and giving feedback
- ▶ Convincing and negotiating
- ▶ Collaboration between the Dubai branch and head office





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Leadership Styles

Reflection on one's own cultural profile and preferred management styles

- ▶ Leadership styles across cultures
- ▶ Lesson's learned and exemplary behaviors
- ▶ Building and managing diverse teams

Date: Tuesday 24 March (09.00 – 16.30 hrs)

Participants: max. 12 persons

Location: Time Oak Hotel & Suites, TECOM, Al Barsha, Dubai, United Arab Emirates

Investment: 1950 Dirham or 445 euro (incl. training materials and lunch)

Trainers

Culture-Inc. is a cross-cultural training and consultancy provider, operating in The Netherlands, China, Singapore and Dubai. Our team consists of highly qualified professionals with extensive practical experience in cross-cultural collaboration around the world.

Mrs. Esther Janssen, managing director *Culture-Inc.* and senior trainer cross-cultural management & communication.

Ms Janssen is a seasoned international and intercultural professional with over 20 years of international experience in developing international trade- and investment cooperation between governments and businesses around the world with a focus on Europe and Asia.

Since 2005 she delivers cross-cultural training and consultancy services for a wide range of international companies and organizations, such as DSM, Booking.com, Eneco, Fokker, Pon Holding and Vanderlande Industries. In addition, she provides guest lectures and keynote speeches on cross-cultural topics and trends for various organizations and institutions, such as the Federation of Dutch Exporters, the World Water Academy, International Business Development (IBD) Academy.



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Mrs. Cindy van de Kreke-Freens, CPCC, PCC and ORSC, personal and professional development coach and trainer at Authenticity Coaching and Consultancy LLC, Dubai, U.A.E.

Ms. Freens is a versatile and energetic certified coach, leadership developer and trainer who has spent most of her life living and working with many different nationalities abroad. With this background, she has become an expert in cross-cultural environments.

Her experience as manager and mentor within various companies and industries, has enhanced her success with clients from all backgrounds. Her focus is on unlocking, triggering and building potential. She teams up with a wide range of clientele from students to executives, CEO's, athletes, and entrepreneurs. With her leading capacities plus her fascination with people and processes, Cindy is bound to make anyone move. She has worked with Emrill LLC, Emirates NBD, Commercial Bank of Dubai, Etisalat, Avaya and others here in the region.

Registration

Please send your contact details to info@culture-inc.com incl. your name, company, position and invoice details with reference to: "training session Managing Your Dubai Office, 24 March 2015". You will receive a confirmation of your participation, intake-form and logistical details.



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