

## Leading Multicultural Teams

### Cross-cultural Management Training

9 February 2016, Dubai

#### Introduction:

Managing an office or facility in Dubai means working with a multitude of different nationalities and cultures. Do you get the best out of the mix?

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. Such diversity can actually open up more opportunities for growth, but only if managed properly.

If your aim is to increase team performance and to get the best out of your team and business in Dubai, you need to establish the right match between your leadership style and the needs of your team members.

#### Training goals:

Take a deep dive into your own and other's cultural mindsets and gain understanding of how culture determines our ways of working. Explore cultural similarities and differences between Arabs, Asians and Europeans and define opportunities and pitfalls for successful collaboration. Develop successful leadership and communication styles in managing your Dubai team and increase overall team performance.

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, leadership, management and communication
- ▶ Successful communication strategies in daily work situations (leadership, feedback, negotiating)
- ▶ Effectively managing diverse teams (motivating and committing)

#### Who should attend?

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



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#### Program:

The program will focus on the situational challenges of the participants in daily management of Dubai branches and teams, such as issues related to hierarchy, planning and responsibility. We will discuss such challenges in an open and interactive way. Together with the participants we develop appropriate responses to strengthen collaboration within their teams. We tailor to the national and professional cultural backgrounds of the participants, based on prior intakes.

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

#### 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



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#### 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 Arcadis, Booking.com, Den Hartogh Logistics, DSM, Fokker, Pon Holding, Stryker 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, the International Business Development Academy (IBDA).

*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 Merrill LLC, Emirates NBD, Commercial Bank of Dubai, Etisalat, Avaya and others here in the region.



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- Date:** Tuesday February 9<sup>th</sup>, 2016 (08.30 – 17.00 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)
- Registration** Please send your contact details incl. your name, company, position and Invoice details to [dubai@culture-inc.com](mailto:dubai@culture-inc.com) with reference to: "training Managing Your Dubai Office, 9 February 2016". You will receive a confirmation of your participation, intake-form and logistical details.

