

LIVINGstone



# Going Global

What to expect from us



*You're in a new place.*

*The bad news: there are no maps.*

*The good news? You are the mapmaker.*

*Shoshana Zuboff*

# *A Heightened Performance*

- **Beyond the Low Road of cost-driven relocation, out & insourcing ...**
- **The ability to do things differently**
- **Convergence between enhanced performance and quality of working life**

*From security to insecurity  
From familiarity to unfamiliarity  
Most motivating but also most stressful*

# Purpose of a workshop

- Set up a platform for smooth running of your international endeavours as an on-going process
- Where participants:
  - think about, share and understand their own experience
  - tune & refine the practical day-to-day workings on intercultural collaboration



# Body Of Knowledge

- I. What makes you an IEP ?  
(\*Intercultural Effective Person)
    1. Country knowledge
    2. Detect when cultural differences cause a turn of events
    3. Communication concepts & skills necessary to operate globally
    4. Cultural sensitivity to negotiate the differences
- Business Case as intercultural effectiveness test ground
- II. Closing Agreement

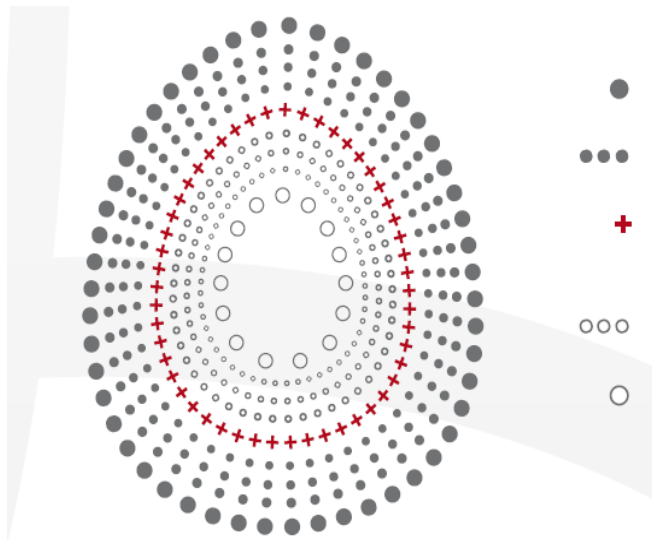


1. Knowledge of the country, and interest in the stories of the nationals you are working with

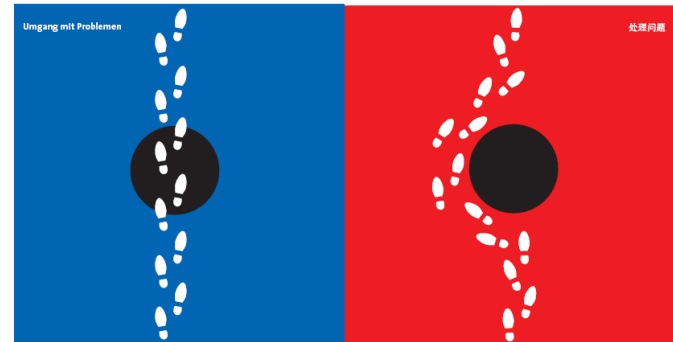
*“HOW DO YOU KEEP UP WITH KEY EVENTS IN THE COUNTRIES YOU WORK WITH?”*

## 2. Detecting when cultural differences cause a turn of events

### *Building a Personal Frame of Reference:*



- A tool to structure aspects of cultures in 4 layers, from easy to grasp to more complex and hidden
- A method to distinguish between one's own cultural lenses and those of others concerned

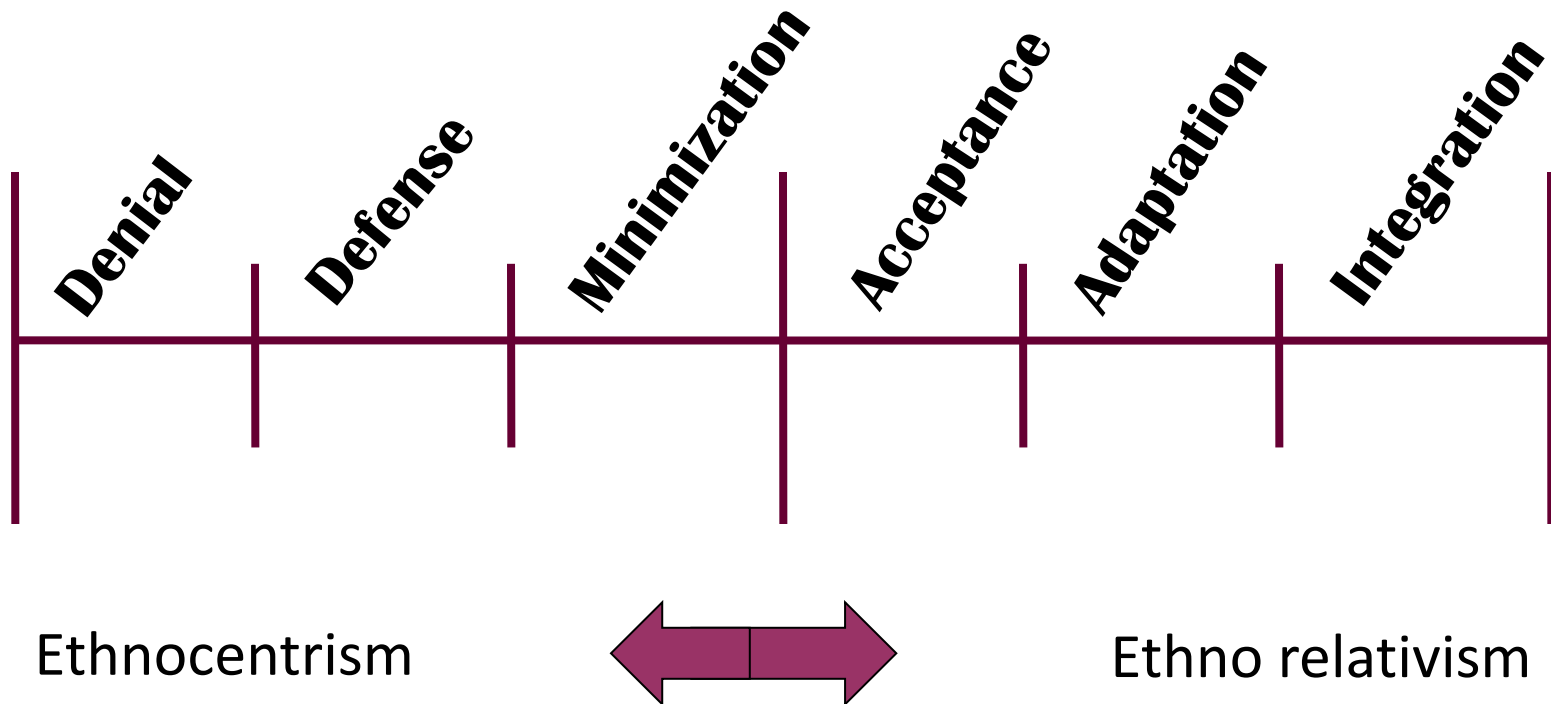


### 3. Communication concepts & skills necessary to operate globally

- ENGLISH *LINGUA FRANCA*
- IS A YES A YES, OR A NO ...
- COMMUNICATION STYLES
- CONTEXT OF COMMUNICATION

## 4. Cultural sensitivity to negotiate differences

Experience of difference  
& implications for organizations



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## 5. Global Project Management best intercultural effectiveness test ground

*<Project Management is born in a Western culture>*



*Rules &  
procedures*



*Ownership*



*Quality & Delivery  
Promise*

# Application Log

What aroused my interest ?

Important things I learned about:

In the end, it is about answering the  
question:

Why would anyone want to be lead by  
you ?

*(N. Adler)*

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- Improving Communication in terms of bridging the corporate/general cultural divide is a process & not a one-stop thing.
- Results/returns will be gradual & growing. It takes time in terms of warming up to it, implementing it and practising it.
- Regular coaching, workshops, exercise will channelise in bridging the corporate/general cultural divide.

- **Asterix en de Belgen. Astérix chez les Belges.**  
uit de [Asterix](#)-serie van [René Goscinny](#) en [Albert Uderzo](#) uit [1979](#)
- **Allemaal andersdenkenden. Omgaan met cultuurverschillen**
  - Geert Hofstede, Gert-Jan Hofstede (ISBN 90 254 2681 6)
- **International Dimensions Of Organizational Behavior**  
- Nancy J. Adler (5th edition 2008, [www.thomsonedu.com](http://www.thomsonedu.com)) (ISBN-13:978-0-324-36075-2)
- **The Geography of Thought: How Asians and Westerners Think Differently - And Why**
  - Richard E. Nesbitt (ISBN 978-1857883282)
- **De kunst van het oorlogsvoeren (The Art of War).** Oudst bekende meesterwerk over strategieën en tactieken
  - Sun Tzu (ISBN 9021532123) (ISBN 978-90-417-20245) (Libero bv: 978-90-8998-002-1)
- **Managing Across Cultures**
  - Susan C. Schneider & Jean-Louis Barsoux, Prentice Hall (Pearson) (ISBN 978-0-273-64663-1)
- **Business Across Cultures**  
- Fons Trompenaars & Peter Woolliams, Capstone (Wiley) (ISBN 1-84112-474-5)
- **Country Information:** <http://www.intercultures.ca/cil-cai/countryinsights-apercuspays-eng.asp>  
Centre for Intercultural Learning, Canada
- ‘If it were my home’: country comparisons <http://www.ifitweremyhome.com/compare/BE/RU>

*You have a wonderful  
assignment, enjoy.*

*Dare to take a calculated risk.  
Do not fear to make a  
mistake. You'll reach your  
goals quicker.*



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