



Raising Your Game

Levering Cultural Competence

Presented by: Elizabeth Kelly

Competitive Business World

33% of the leadership in the Flemish national government is women

Study of 16000 leaders, 2/3 were men, showed women were rated as more effective leaders than male counterparts

Expatriates make up an average of 10% of the population in developed countries

More than 900000 Multinational companies in the world

5.2% of Fortune 500 company CEO's are women

Women in Europe and the USA earn 60% of the university degrees

Women make up more than 50% of the workforce

Employees stay an average of 4-6 years in a position

The ratio of job seekers per position is 40:1



What Gives People a Competitive Edge?

- ▶ Small Group Discussion
 - ▶ Take 5 minutes to brain storm the topic
 - ▶ Use 3 minutes to prioritize your answers
 - ▶ Share top two to the entire group

Each of you must select what will work for yourself

Another Skill to Add to Your Arsenal

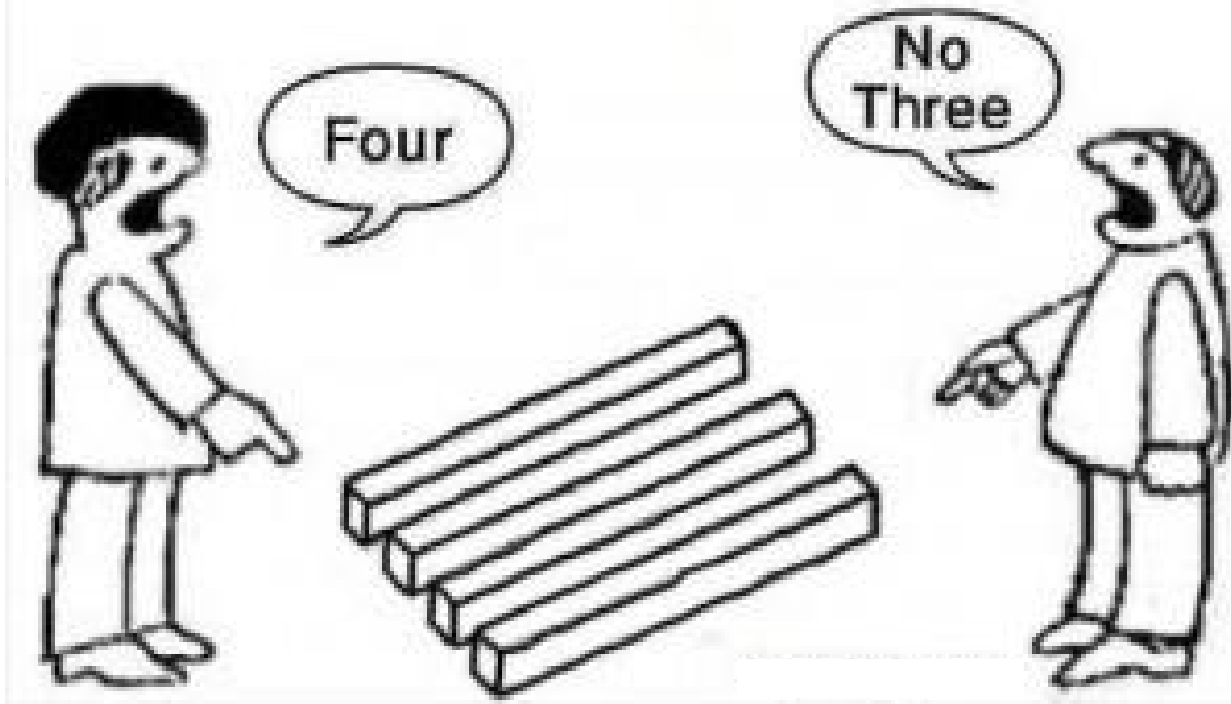


Cultural
Competence



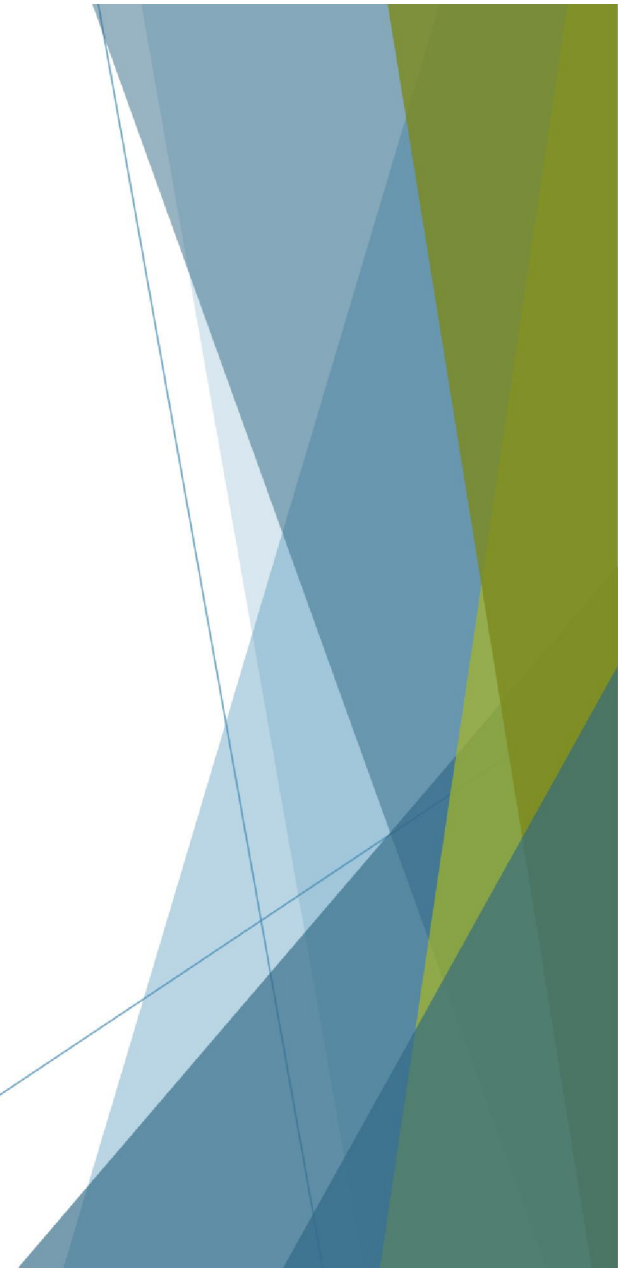
Intent vs. Perception

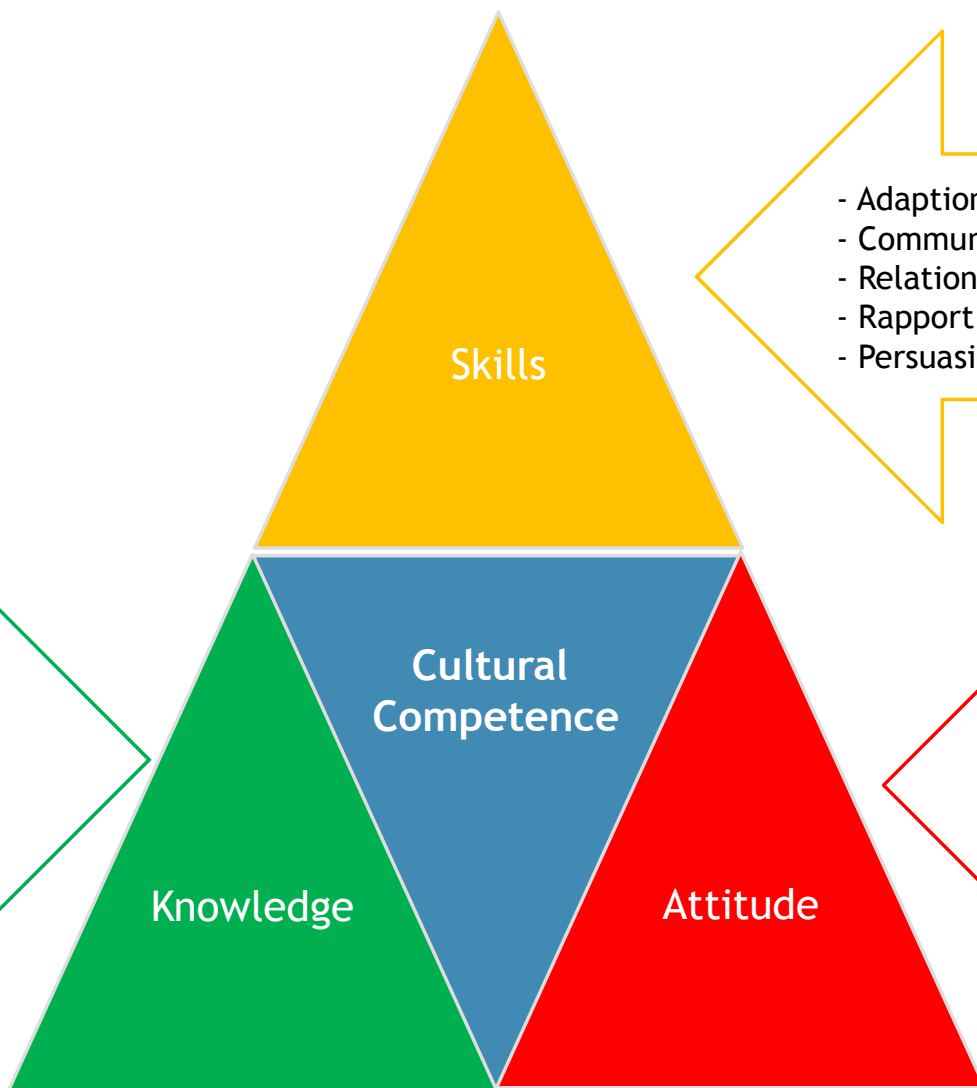
Reality can be so complex that equally valid observations from differing perspectives can appear to be contradictory.



The Value of Cultural Competence

- Successful relationships are built and maintained
- Working with and leading people is easier with understanding and empathy
- Focus turns to the work and away from the cultural differences, when the team understands your style
- Your cultural uniqueness can be leveraged
- Commonalities can be built on





- Self Awareness
- Cultural Awareness
- Perspective Taking
- Integration/Big Picture
- Sense Making

- Adaption
- Communication skill
- Relationship building
- Rapport Building
- Persuasion

- Willingness to interact
- Empathy
- Respect
- Resilience
- Uncertainty Tolerance
- Openness

Business Activities are Impacted by Cultural Variations

- ▶ Negotiations
- ▶ Decision making
- ▶ Meetings
- ▶ Presentations
- ▶ Leadership style
- ▶ Work ethic
- ▶ Relationship management
- ▶ Employee selection
- ▶ Communication style





We all have things in common, but we also have factors which make us unique.

Capitalizing on both, leads to success

Contact Cross **Cultural** Consulting
for more information

Thank you

Elizabeth Kelly
Director
Cross Cultural Consulting

www.crossculture-training.be
e.kelly@crossculture-training.be
+32 474 211 912