



# → • Leading Across Cultures & Countries

Impactful intercultural leadership in 3 days!

**We bring out  
positive change  
in people and  
organisations**

**Leading & collaborating in  
an intercultural environment**

**brout**

inner leadership,  
outer change



# Business globalization is a fact!

Business globalization is a fact! However, cross-cultural leadership is still a challenge for most organizations. Whether working globally or locally, few organizations can work solely within their own cultural context. Leadership, combined with cultural awareness and understanding, has become a major strategic advantage.

Leaders at all levels, leading across cultures or countries, require specific competencies. Ranging from resolving cross-cultural communication issues, to decision-making in unfamiliar environments. Self- and cultural awareness is a must-have in an increasingly challenging global environment.

- Are you a leader within a diverse cultural context and do you recognize these challenges?
- Would your leadership benefit from enhanced individual cultural awareness and understanding of how this impacts your leadership style?
- Is it important for you to lead and motivate your organization, teams and individuals in a successful way?
- Would your business results improve when trust is built across cultures in an effective way?

The 'Leading Across Cultures & Countries' programme is a great opportunity to become an effective and impactful intercultural leader. It will provide you with strategic advantage, which will enhance your business and its results!



*"Culture is the collective programming of the mind which distinguishes the members of one group from another"*

*Geert Hofstede*

## Dates

The 'Leading Across Cultures & Countries' programme takes place in Sitges, Spain from:

**Tuesday 31 March 7pm till**

**Friday 3 April 4pm.**

## Investment

**3,250 euros - excl. VAT**

# What is the 'Leading Across Cultures and Countries' programme about?

The 'Leading Across Cultures & Countries' programme is an interactive three-day training designed for:

- Leaders managing international activities, intercultural teams or cross-countries collaborations;
- Professionals who virtually drive international business operations;
- Managers or experts working abroad.

Using a multimethod approach of case studies, simulations, and exercises, this intense program will:

- Deepen your self-awareness of your personal culture and the impact of your leadership style and behavior in an intercultural environment;
- Enrich your knowledge and understanding of cross-cultural values and attitudes within teams and you'll learn how to effectively communicate, motivate, and give feedback across cultures;
- Provide you with specific tools and strategies to build trust and develop long-term, cross-cultural relationships;
- Equip you with the necessary competencies and appropriately and effectively respond to your current and future cross-cultural challenges;
- Help you create a personal development plan to implement your development goals.

The programme is based on Hofstede's cultural dimensions theory. This is a framework for **cross-cultural communication**, developed by the leading social psychologist **Prof. Geert Hofstede**.

The facilitators of the 'Leading Across Cultures & Countries' programme are experienced international trainers and accredited by Hofstede Insights to work with the cultural dimensions' theory, models and surveys created by Prof. Hofstede cs. who started his scientific work in 1967 at IBM.

## Program structure

- Pre-Course work: personal intake, individual intercultural survey: The Culture Compass;
- 3-day training programme in an inspiring setting;
- One hour of individual coaching after one month.

## Your trainers:



Bas Keyser



Bart de Wit



Salvador Ribas Mas



## Participants

We work with groups of **12 to a maximum of 20 participants**. The participants come from different organisations, cultures and countries.





## Location

### Sitges, Barcelona

30 minutes south from  
Barcelona International Airport.

### Included

- 3 nights in an inspiring location;
- All food and beverages during the programme (breakfast, lunch and dinner);
- 2 special events;
- Unique 'Leading Across Cultures & Countries' programme book;
- Individual Hofstede Cultural Compass Survey;
- E-learning: Masterclass.



*"One of the most effective ways to learn about yourself is by taking seriously the cultures of others. It forces you to pay attention to those details of life which differentiate them from you."*

*Edward T. Hall*



Hofstede  
Insights

Associate Partner

## Registering and further info

Registering directly is possible via [startthemagic@brout.nl](mailto:startthemagic@brout.nl). Do you need help deciding, do you have any questions or would you like to know more to determine whether this programme is suitable for you? Please contact us at **+31 (0)346 23 71 40** or call Bas Keyser at **+31 (0)6 21 10 87 88**. We are happy to provide you with more detailed information.

**Looking forward to hearing from you!**

**brout**

inner leadership,  
outer change

[www.brout.nl](http://www.brout.nl)