



in partnership with:



## **Managing Diverse Teams in an increasingly Globalised World** ***Introduction to cross-cultural management and communication***

**When?** Thursday 18 April 2019 9.00am for 9.15am start to 2.00pm (*with lunch*)

**Where?** Hunday Manor Hotel, near Workington, Cumbria CA14 4JF

**Cost?** FREE for BECBC members; £50 + VAT for non-BECBC members

### **Leading diverse, cross-cultural teams** **Effective communication within a cross-cultural or highly diverse setting** **Successful cross-cultural negotiation**

Good leaders, efficient teams and successful organisations do not run on profit-loss sheets, project-management and finances alone. It takes people, mental intelligence, emotional intelligence and cultural intelligence.

This workshop is a team and leadership agility course and focuses on cultural intelligence. Course participants will get a taste of what it means to communicate, lead and negotiate well in a cross-cultural setting. The workshop will also have clear benefits to those whose working environments that are becoming more diverse – less uniform.

The workshop will help participants think outside of their own box, challenging them to create more win-wins. It offers an introduction to a more in-depth training course and is highly-interactive. Topics will include:

- Confronted with another culture
- Team dynamics and leadership in cross-cultural settings
- Cross-cultural communication and negotiation
- Change and crisis communication across cultures

#### **Trainer**

**Jutta Devenish, MA MCIPR – Communications Consultant & Trainer**

- Communications Strategy, including Change & Crisis Communication
- Public Relations/Stakeholder engagement
- Cross-cultural Communication

**Cross-Cultural Leadership Lecturer:** International Business School, Budapest/Vienna training business leaders and diplomats.

Adjunct Lecturer: Webster University, Vienna, University of Applied Sciences, Vienna  
Worked for and with **Fortune 500 companies** and international aid agencies, written for Reuters Alertnet and **reported from war-torn areas** in Serbia, Ingushetia, Kosovo and the Middle East. Jutta is German/American, married to a Brit and has worked across Europe and the MEE region managing and training C-suite leaders and communication teams across multiple countries.

**PLACES ARE LIMITED**

**To register contact: [hazel.duhy@becbusinesscluster.co.uk](mailto:hazel.duhy@becbusinesscluster.co.uk)  
by Friday 12 April 2019**

**[www.becbusinesscluster.co.uk](http://www.becbusinesscluster.co.uk)**