

CULTURAL INTELLIGENCE

AS A MANAGEMENT TOOL



Dr. Finn Majlergaard
Finn is an internationally experienced management consultant and business executive specialised in reconciling cultural differences in companies around the world. He has worked in more than 30 countries in numerous industries. He is an excellent communicator which combined with 20+ years of experience combined with a solid academic background makes him a highly esteemed coach and consultant for companies who really want to take advantage of cultural diversity.

His pragmatic approach guarantees a focus on delivering results that can be used instantly.

He holds an MBA from Henley Management College and a doctorate from ISM in Paris, New York, Tokyo and Shanghai.

Fee and Signing up

The fee for participating is 895€.

Send an email to gugin@gugin.com with name(s), your company, address and telephone number

A 1-day workshop for:

- Enhancing Cross-Cultural leadership skills
- Increasing your Cultural Intelligence
- Acquiring new leadership tools

ENHANCE YOUR CROSS-CULTURAL LEADERSHIP SKILLS

This is an intensive workshop focused on enhancing your leadership skills with Cultural Intelligence. Instead of regarding cultural differences as only challenges and obstacles you will learn to see them as opportunities and assets you can use strategically to become more successful as a leader.

We start the workshop with developing your personal cultural intelligence followed by an introduction to the tools for cultural reconciliation and tools for planning ahead with multi-cultural teams.

Acquiring cross-cultural leadership skills is more

important than ever due to the globalisation, mergers, acquisitions, outsourcing and cross-border strategic alliances.

We mingle national-, corporate- and profession cultures much more than ever before. That is why we need a new approach to deal with cultural diversity. The old habit of putting people in national clusters doesn't work anymore - we are much more diverse.

In this workshop we introduce you to the modern thinking and provide you with tools you can use today to lower the cultural frictions and enhance operational excellence.

Call

GUGIN

www.gugin.com -
gugin@gugin.com

+45 2220 2323

Gugin was established in 2001 and has been focused on helping companies around the world taking advantage of cultural diversity. Examples of clients: SAS, RSA, Apple, Microsoft, Airbus, Nordea, Rexam, Hempel, Fortis Intertrust, Babcock Wilcox Vølund ..and many more



UPGRADE YOUR LEADERSHIP SKILLS

The course is based on the latest academic research combined with real life experiences from many industries around the world. Globalisation, global de-regulation and technological developments have changed the rule of the game

dramatically. Additional leadership skills are required in order to remain competitive. In this course to get the introduction to cultural intelligence, which will unlock a lot of power in your organisation and in your team.

AFTER THE COURSE:

You will be able to reconcile cultural conflicts effectively

You will understand the dynamics hidden in cultural diversity

You will have enhanced your leadership skills

You will have new ideas and tools to improve cross-cultural team effectiveness



THE POWER OF DIVERSITY

The knife and the fork are very distinct tools, but together with you as the facilitator they enable you to eat a great variety of food. When you can facilitate cultural reconciliation you can achieve extraordinary results.



SHORT-CIRCUIT YOUR USUAL JUDGEMENTS

A key element in cultural intelligence is



the ability to short-circuit our usual judgement processes and transform the contempt we sometimes create into curiosity. You will learn how to do that and how this approach can foster innovation, increased motivation

and operational excellence

MONEY TO SAVE!

2/3 of all M&A's fail to meet their original objectives due to cultural clashes. Many projects fail because we ignore the human factor.

Today it is crucial for operational success that we know how to deal with cultural diversity - that we know that a knife and fork shall be



used differently to become a great couple