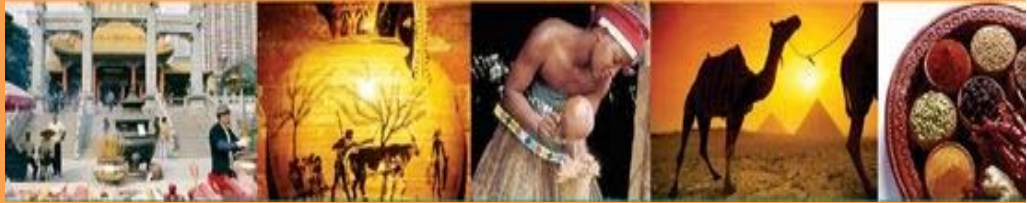


THINKING BEYOND THE OBVIOUS



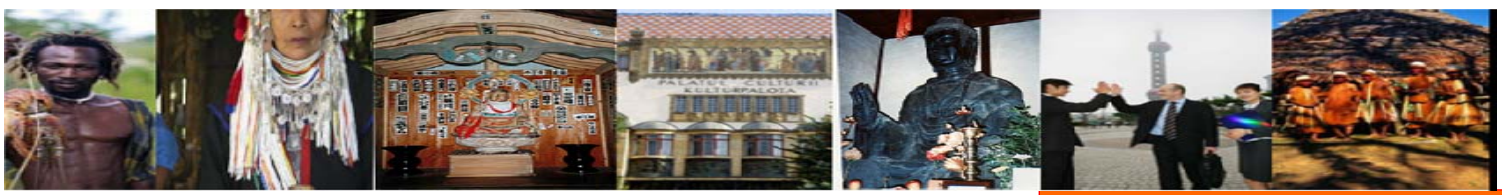
INTERNATIONAL CULTURAL INTELLIGENCE CONFERENCE 2009



25—27 MAY 2009
SOUTHERN SUN, GRAYSTON
DRIVE, SANDTON,
JOHANNESBURG, SOUTH AFRICA

KnowledgeWorkx
expanding your future to new horizons

Global
Prospectus
THINKING BEYOND THE OBVIOUS



Introduction

Culture operates at different levels. At one level, individuals are shaped by their ethnic, religious and cultural backgrounds. At another, they are influenced by the standards, ideals, values and experiences of their teams and organisations. Globalisation has necessitated cultural intelligence as a tool for every business leader who deals with a diverse workforce, customers, partners, competitors, government, and other business players.

The luxury of having a homogeneous group of people to work with is long gone. The business leaders of today are confronted with differences in business approach, values and beliefs at the very core of their business. A lack of cultural intelligence can result in a considerable loss of efficiency that can take millions off an organisation's bottom-line.

Leaders need to be thoroughly proficient at managing people of different cultures. They need to be able to grasp the essence of each culture quickly, because culture shapes customer and employee behavior and often steers them in different directions. These skills are needed to manage the stress of culture shock and the consequent frustration and confusion that typically result from intercultural clashes.

It requires more than the mere understanding of other cultures to be Inter-Culturally Intelligent. When differences become intolerable; when they create frustration, anger and disgust leaders need to be Inter-Culturally Intelligent: they need the ability to deal with cultural incompatibility; they need the ability to abstract value from the differences and put them to good use for the business. Inter-Culturally Intelligent leaders lead their people in a continuous learning cycle; they have learnt the art of uniting people not in spite of, but because of their differences.

To do any less means that they will fail to get the best from the individuals and stakeholders with whom they work, and will not be able to draw on the strengths that different cultures offer. With this international conference, Global Prospectus will bring together international expertise and groundbreaking research from across all continents to dissect and put into perspective the value of cultural intelligence in and out of the workplace, and show how that can boost the top- and bottom-line of organisations.

EXPERT SPEAKER PANEL

- **Dr. Elisabeth Plum:**
Director: Plum & Co ApS
- **Dr. David C. Thomas:**
Simon Fraser University
- **Me. Kathi Tarantal:**
Expert Consultant: Knowledgeworkx
- **Dr. Zareen Karani Araoz:**
President: Managing Across Cultures
- **Prof. Yvonne du Plessis:**
University of Pretoria
- **Dr. Fritz Hölscher:**
MD: Knowledgeworkx, SA
- **Ms. Riana van den Bergh:**
University of Pretoria
- **Prof. Matt Mogekwu:**
Roy H. Park School of Communications,
Ithaca College
- **Ms. Sharon Olivier:**
Industrial Psychologist. NLP/PNI Master
Practitioner
- **Prof Martha Maznevski:**
Professor of Organizational Behavior and
International Management at IMD
International
- **Prof. Lovemore Mbigi:**
African Intellectual Resources
- **Dr. Deon van Zyl:**
Clinical Psychologist; Management
Consultant and Former Associate
Professor.
- **Dr. Gustav Gous:**
MD, Knowledgeworkx Southern Africa,
President: Professional Speakers
Association Southern Africa
- **Roland Gaspar**
MC, Author & Expert: Inter-Cultural
Intelligence & humorist

What will you gain by attending the conference?

- Broaden your understanding of culture
- Equip you with tools, techniques and innovative ways of looking at the environment you live and work in
- Benchmark your organisation against a wide range of businesses
- Learn from your peers working in different environments, countries and continents
- Be confident in your own identity and be open to others and their cultures
- An ability to create fruitful working relationships with diverse people from across all kinds of nationalities, disciplines and personalities
- An ability to be understood in an environment where cultures, background and values are not the same

Who should attend?

The conference is aimed at leaders and managers in private and public sectors, NGOs and multinational organisations who want to bridge and benefit from differences including:

- **Directors**
- **HR Teams**
- **Consultants**
- **Managers with cross functional or international teams**
- **Leaders involved in building partnerships across sectors or disciplines**
- **Managers working on international assignments and developments**
- **Investor Relations Officers**
- **Engineers working with multi-cultural teams**
- **Learning and Development Managers**
- **Coaches and Mentors**
- **Business Development Managers**
- **Recruitment and selection Managers**
- **Ambassadors, High commissioners and International Representatives**
- **Diplomats**
- **Politicians**
- **Protocol Officers**
- **Leaders of a R&D function**
- **Leaders involved with mergers and acquisitions**

DAY ONE – 25 MAY 2009

SESSION 1

07:30 Registration & Coffee

08:45 Chairpersons' Opening Remarks: Mr. Roland Gaspar

09:00 Inter-Cultural Intelligence can work for you

- Many people resent the complexity of culture in business, only the rare few know how to enjoy and employ cultural diversity
- This presentation compares old style diversity training with new style
- It also gives you the 6 ways people tend to relate to each other. War, Ignore, Snore, Explore, Score, Adore.
- It will also give you a glimpse of hope on the how to get inter-cultural intelligence to work for you in a humoristic way.

Mr. Ronald Gaspar: MC, Author & Expert: Inter-Cultural Intelligence & humorist

Dr. Gustav Gous: Executive Coach, MD: KnowledgeWorkx Southern Africa, President: PSASA

10:00 Morning Break & Networking session

10:15 CASE STUDY: Performance Improvement through Inter-Cultural Intelligence

- The demand for Intercultural Intelligent leadership and teamwork in global and local organisations
- Moving beyond the do's and don'ts of cultural diversity towards getting the diversities in teams and organisations to work for you.
- Discussing process steps to create inter-cultural intelligent solutions in organisations
- Case studies where ICI has been applied with positive results like Improvement of team and individual performance.

Dr. Fritz Hölscher: Country Director, KnowledgeWorkx: South Africa

11:15 Cultural Intelligence: Domain & Assessment

- What Cultural intelligence is and is not
- Assessing cultural Intelligence
- Relationship to intercultural effectiveness and creativity

Dr. David C. Thomas: Simon Fraser University

12:15 Luncheon

13:00 The Challenge of Harnessing Cultural Capital for Global Competitive Advantage

The Challenge of Harnessing Cultural Capital for Global Competitive Advantage:

- 20-40-40 Rule: The contribution of culture to global competitiveness.
- Harnessing scientific cultural paradigm into scientific management.
- Harnessing the spiritual cultural disciplines to create a competitive management system.
- The challenge for Africa: Harnessing its humanistic Ubuntu culture to create a cooperative management system
- The need for intellectual capital creation inspired by indigenous cultural intelligence.

Dr. Lovemore Mbigi: African Intellectual Resources

14:00 Cultural Shock - Respecting Differences and Working Together: Panel Discussion

Dr. Gustav Gous, Dr. David C. Thomas, Dr. Elisabeth Plum, Dr. Lovemore Mbigi, Prof. Martha Maznevski, Dr. Deon van Zyl, Me. Kathi Tarantal, Dr. Matt Mogeckwu, Dr. Zareen Karani Araoz, Ms. Riana van den Bergh & Dr. Fritz Hölscher

Chair: Prof. Yvonne du Plessis

15:00 Afternoon Break & Networking Session

SESSION 2

15:15 Xenophobia and cross-cultural communication

- Understanding xenophobia
- The notion of culture and cultural noise
- Communicating within and across cultural boundaries in different settings
- Linking xenophobia and cross-cultural communication
- Dealing with serious quagmire
- The imperative of a resolution
- Looking forward with hope

Dr. Matt Mogeckwu: Roy H. Park School of Communications; Ithaca College

16:15 Communication Strategies for the Multi-Cultural Workplace

- Strategies for communicating sensitively with people from other cultures
- Being sensitive to others' verbal and nonverbal behaviour
- Adapting to the communicative preferences of those from another culture
- Tools for communication assessment and training

Dr. Zareen Karani Araoz: President, Managing Across Cultures

19:00 GALA DINNER

DAY TWO – 26 MAY 2009

SESSION 3

07:30 Registration & Coffee

08:45 Chairpersons' Opening Remarks: Dr. Gustav Gous

09:00 Cross-Cultural Leadership

- Leading the cultural complexity of different professions, nationalities and organizational boundaries
- The challenging irrational reactions of cultural encounters
- Building trust in multicultural teams

Dr. Elisabeth Plum: Director, Plum & Co ApS

10:00 Morning Break & Networking Session

10:15 Cultural Intelligence for Expatriate Managers

- Cultural Intelligence in the Selection of Expatriate Managers
- Preparation before the posting
- Orientation in the new setting
- Integration in work and life
- Preparation for Repatriation

Me. Kathi Tarantal: Senior Consultant KnowledgeWorkx: Specialist: Expatriate Orientation

11:15 Becoming Cartographers: Mapping Cultures for Cultural Intelligence

- How to identify a good cultural map
- Dimensions of cultures
- Cultural maps of 35 countries
- Subcultures and crosscultures
- The map is not the territory: cautions and caveats

Prof Martha Maznevski: Professor of Organizational Behavior and International Management at IMD International

12:15 Building Trust across Cultural Boundaries: Panel Discussion

Dr. Gustav Gous, Dr. David C. Thomas, Dr. Elisabeth Plum, Dr. Lovemore Mbigi, Dr. Deon van Zyl, Prof. Yvonne du Plessis, Dr. Matt Mogeke, Dr. Zareen Karani Araoz, Dr. Fritz Hölscher, Ms. Sharon Olivier & Me. Kathi Tarantal

Chair: Prof. Martha Maznevski

13:15 Luncheon

SESSION 4

14:15 Cultural Intelligence: a critical competence for Managers

- The need for cultural competence in a multi-cultural workplace
- Self awareness and monitoring of cultural workplace
- Biases and common errors made by managers
- Applying cultural competence in the workplace

Prof. Yvonne du Plessis, University of Pretoria

15:15 Afternoon Break & Networking Session

SESSION 4

15:30 BREAK AWAY SESSION: RIVONIA 3

Strategic Human Resources across Cultures

- Importance of strategic human resource practices
- Effect on work force and organisational performance
- Differences across cultures in the workplace
- Conflict management and resolution across cultures in the workplace

Ms. Riana van den Bergh, University of Pretoria

15:30 BREAK AWAY SESSION: RIVONIA 2

Inter-culturally Intelligent Customer Relations

- Creating the next wave in customer relations – moving from *Service Provider* to *Value Adding Business Partner*
- Reaping the benefits of cultural sensitivity in customer relationships
- Sharing a framework and a tool for inter-cultural partnering dialogue (includes sharing of a case study)

Sharon Olivier: Industrial psychologist. NLP/PNI Master Practitioner, Public Speaker and Organisational Wellness Consultant

15:30 BREAK AWAY SESSION: RIVONIA 1

Managing Inter-cultural Polarities

- Understanding the difference between a 'problem to solve' vs. 'a polarity to manage'
- Presentation of an 12 dimensional assessment instrument to identify polarities
- How to utilize a specific 3-step process to manage polarities effectively

Dr Deon van Zyl: Clinical Psychologist, Management Consultant and former Associate Professor, National and international speaker on personal developments, wellness and maximizing the dynamic of personal, team and organizational polarities.

17:30 End of Session 4; Chairperson Remarks

DAY THREE – 27 MAY 2009

SESSION 5

07:30 Registration & Coffee

08:45 Chairpersons' Opening Remarks: Dr. Gustav Gous

09:00 WORKSHOP A

Vital Differences; How to use differences as a resource in Business

- The art of leading the cultural complexity of different nationalities, professions, work areas, personalities and organisational backgrounds
- CI Cultural Intelligence as the interplay between emotions, understanding and actions in the intercultural situation
- Trust is the key to successful performance in knowledge intensive organisations
- How to benefit from the dynamic frictions in diverse teams
- Introduction to CI tools – for example the CI team dialogue tool
- Reflect on CI as an approach to be used in own intercultural practices in the companies

Dr. Elisabeth Plum: Director: Plum & Co Aps

09:00 WORKSHOP B

Developing Intercultural Intelligence: Three Meta Competencies

This workshop will focus on:

- Moving people from Cultural Critics to Cultural learners
- 4 levels of an intercultural intelligence programme: Cultural Awareness; Cultural Mapping; Inter-Cultural bridging and Navigation and Specialized applications
- How does Inter-Cultural Intelligence (ICI) relate to other intelligences: IQ, EQ and SQ?
- What is the intelligence or core competencies of Inter-Cultural Intelligence (ICI)
- Practical demonstration and application of three meta competencies of Inter-Cultural Intelligence

Dr. Gustav Gous: Executive Coach, MD: Knowledgeworkx Southern Africa, President: PSASA

Dr. Fritz Hölscher: Country Director, Knowledgeworkx: South Africa

13:15 WORKSHOP C

Cross-cultural Teambuilding (for Intact Teams in the same geographic location)

This workshop will focus on:

Objectives

- To help team members become aware of their own cultural conditioning, and how this affects their values, ways of interacting and perceptions of business issues and priorities
- To help members of the team understand the varying perceptions of the different team members about the same business situation / issue
- To help put team members through experiences that help them realize the impact of culture on people's values, perceptions, styles and ways of interacting.
- To enable team members to identify and re-commit themselves to a common goal, while respecting and understanding one another's differing perspectives
- To inspire the team to respect and value their diversity, and provide them with strategies to leverage their differences in order to be a more productive and innovative team, incorporating differing perceptions but steadfast in their common purpose.

Outline

- Cultural self-awareness: an icebreaker reaffirming their common goals and also demonstrating differing aspects of their cultural identity
- Identifying the cultural challenges the team faces
- BARNGA: a cross-cultural simulation/ game
- Communicating Across Cultures: differing approaches and common pitfalls
- Managerial Values Across Cultures and how these affect teamwork
- "Cultural Ways of Working": A *Managing Across Cultures* model of differing cultural priorities in one's approach to work
- "To see ourselves as others see us"---a simulation based on Cultural Ways of Working
- Growing up in XXX (South Africa, compared to the other cultures represented), and how this conditioning affects current managerial behavior
- Path forward: team strategies and commitments
- The Rope Game: a final bonding exercise

Dr. Zareen Karani Araoz, President: Managing Across Cultures

13:15 WORKSHOP D

Inter-Cultural Presentations and Communication Planning Strategies for the Multi-Cultural Audience

This workshop will focus on a very practical issue: How to plan and prepare your next presentation to a multi-cultural audience. Identify your topic and the audience it must be presented to: We will help you to plan and design your presentation. The workshop will focus on:

- The four aspect of any presentation: Structure, content, style and people
- The unique focus points of a Multi-Cultural Presentations
- A template to use in designing any presentation.
- The methodology to design any inter-cultural presentation

Dr. Gustav Gous: International Speaker; President: Professional Speakers Association of Southern Africa, Motivational, Executive Coach.

GPW324027/GS1

Prices

Conference + Workshop	R10990-00
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International Cultural Intelligence

25 -27 May 2009
Southern Sun Graystone, Sandton, JHB

Fax Completed Registration Form To+27 11 781 6044

Company Name: _____

Type of Business: _____

Address: _____

Tel: _____ Fax: _____

VAT Number: _____

Delegate 1: _____

Position: _____ E-Mail: _____

Delegate 2: _____

Position: _____ E-Mail: _____

Delegate 3: _____

Position: _____ E-Mail: _____

Delegate 4: _____

Position: _____ E-Mail: _____

Delegate 5: _____

Position: _____ E-Mail: _____

AUTHORIZATION: Signatory must be authorized to sign on behalf of Company

Name: _____

Position: _____

Signature: _____ Date: _____

PAYMENT METHODS

1. Cheques - Made Payable to:
Global Prospectus Training (PTY) Ltd.
2. Bank Transfer - Global Prospectus Training (PTY) Ltd.
First National Bank Randburg
Account Number: 62109 27 0372
Branch Code: 254005

TERMS & CONDITIONS

The following terms and conditions will apply:

- Payment is required in full **5 days from date of invoice**. All payments to be made directly to Global Prospectus Training (PTY) Ltd.
- No seats will be reserved, unless Global Prospectus Training (PTY) Ltd receives a signed registration form.
- Global Prospectus Training (PTY) Ltd reserves the right, due to circumstances beyond our control, to change speakers, program content, date & venue.
- The signed registration form is a legally binding contract.

Cancellations

All cancellations will be subject to approval by the management of **Global Prospectus Training (PTY) Ltd**. All cancellations made 7 days prior to date of the above mentioned event will be subject to a 50% cancellation fee. Cancellations made within 7 days of date of the above mentioned event, will be subject to a 100% cancellation fee. There will be no refunds or credit vouchers.

Substitutions

- Delegates must inform Global Prospectus Training (PTY) Ltd in writing of any substitutions.
- There is no charge for substitutions.
- Global Prospectus Training (PTY) Ltd will not be held liable for incorrect Delegate details on Certificates, etc. in the event of substitutions being made on the day of the conference. In the event of Global Prospectus Training (PTY) Ltd having to cancel or postpone an event due to circumstances beyond our control, delegates will be issued with a credit voucher, which may be used at another of our events.

Global Prospectus Training (PTY) Ltd will not be held liable for travel and accommodation costs. The conference fee includes: conference material, lunches and refreshments, but excludes travel & accommodation.

Registration Form

