



## Leading Global Organisations

### Managing the Complex Challenges of Globalisation

#### ► Upcoming Sessions

22-26 Jul 2024	Dubai - UAE	\$5,950
02-06 Sep 2024	Rome - Italy	\$5,950
04-08 Nov 2024	London - UK	\$5,950
27-31 Jan 2025	Dubai - UAE	\$5,950
14-18 Apr 2025	Dubai - UAE	\$5,950
21-25 Jul 2025	Dubai - UAE	\$5,950
01-05 Sep 2025	Rome - Italy	\$5,950
03-07 Nov 2025	London - UK	\$5,950

#### ► Training Details

##### Training Course Overview

Managing global teams, with members working in different time zones or coming from different cultures, is not easy. As leaders we need to understand how culture impacts our staff, customer expectations and longevity of our organisation. Then we can respond appropriately.

This Anderson training course provides delegates with skills to navigate the cultural differences and invisible boundaries that divide people globally. We share practical tools and techniques for diagnosing culture, identifying appropriate ways of leading virtual teams, and managing differences to create cohesive teams that add value to the business. We also delve into how to meet customer expectations in different countries and develop a global marketing plan that is practical and implementable.

##### Training Course Objectives

**By attending this Anderson training course, delegates will be able to:**

- Recognise and respond to the global challenge facing their organisation
- Develop a corporate culture that supports high performance, loyalty and motivation
- Lead a virtual team located in various time zones, continents and cultures
- Understand how to deliver customer expectations in different cultures and countries
- Develop a global marketing plan tailored to customers/ clients in a variety of countries

##### Designed For

**This Anderson training course is suitable to a wide range of professionals but will**

**greatly benefit women who are:**

- ▶ Executives who lead virtual teams with members based in different countries, regions or time zones
- ▶ Executives whose teams are expanding into new markets, countries or regions
- ▶ Executives in companies that are transforming into global organisations
- ▶ Managers in global organisations who have been identified as having potential for promotion to a leadership role

► **Training Details**

**Day One: Understanding the Challenges of Globalisation**

- ▶ The biggest challenges facing global businesses over the next 12 months
- ▶ Responding to global business challenges: culture, ethics, legislation and regulation, technical
- ▶ Building a sustainable business in the face of political instability, weather extremes, disruptive technology, declining productivity, falling economic growth
- ▶ Managing uncertainty and embracing change
- ▶ Global sustainability: creating strategic alignment, maximising value and controlling overhead costs
- ▶ Bridging cultures: working between traditional and emerging markets

**Day Two: Overcoming Cultural Barriers**

- ▶ Corporate global culture versus locally-appropriate cultures in each region
- ▶ Understanding how and when to create one culture from many
- ▶ Leading culture change in global organisations
- ▶ Aligning culture and strategy globally and locally
- ▶ Encouraging respect for diversity and valuing differences
- ▶ Overcoming the barriers of language, misunderstandings and expectations

**Day Three: Leading Virtual Global Teams**

- ▶ Creating and leading a high-performance team across borders and cultures
- ▶ The skillsets and competencies of successful global leaders
- ▶ Ensuring managers develop the skills to lead in a global organisation
- ▶ Improving the quality and speed of decision making
- ▶ Building relationships of trust in virtual teams
- ▶ Ensuring customer facing front line staff feel supported

**Day Four: Meeting Customer Expectations in Different Countries**

- ▶ Identifying customer needs in different regions
- ▶ Understanding cultural diversity in creating positive customer experience
- ▶ Adapting customer service to customer service expectations in different cultures
- ▶ Communicating using multiple channels to interact with customers appropriately
- ▶ Using personalisation to improve satisfaction and build loyalty
- ▶ Principles for improving cross-cultural customer interactions

**Day Five: International Marketing Across Borders and Cultures**

- ▶ Identifying international marketing opportunities
- ▶ Market entry strategy decisions including products and product lines, pricing, distribution and publicity
- ▶ Developing and implementing the international marketing plan
- ▶ The trading environment in Africa, America, Asia Pacific and Europe
- ▶ Action planning

► **The Certificate**

Anderson Certificate of Completion will be provided to delegates who attend and complete

► INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

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Request for a Tailor-made training and educational experience for your organization now:

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