

The Guide to Global Talent

Or, How to recruit and retain the best people for global organizations

WHAT IT IS ABOUT

This workshop develops competences for **people management in a global context**.

Often, globally or internationally distributed companies like to think that their employees are united and engaged for performance under the corporate culture. Regretfully, this is not so. Research shows that culture of origin consistently prevails over corporate culture when people involve in interactions and processes.

WHO IT IS FOR

This workshop is a perfect fit for all professionals whose job involves **recruiting, retaining, rewarding and inspiring employees of various national origin**.

Besides professionals from the People Departments, this workshop brings a lot of value to top **managers involved in strategic decisions** about cross-border operations such as:

- Overseas outsourcing
- Mergers and Acquisitions
- Cross-border project management

PRACTICAL OUTCOMES

Participants achieve these goals through creative adaptation of leadership styles and tapping into a pool of best practices.

- National mindset differences explored - instruction, delegation, control, feedback
- Interpretation of hierarchy and group association through different cultures
- Composing distributed teams - best practices
- Culture lense, bias, stereotypes and their consequences
- Different perceptions about job interview
- Communication styles in different cultures - time orientation, verbal and non-verbal language, body and space conventions
- Motivation of diverse workforce - engagement, rewards, corrective action
- Fostering innovation through diversity

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In the course of more than 30 years of applying the Hofstede Model we have helped clients enhance business effectiveness, capitalize on cultural diversity and make corporate culture work in alliance with strategy.

Founded in 1985 upon the data-driven research model of renowned Prof. Geert Hofstede, we are an international consultancy represented in 37 countries around the world, and one of only two organizations licensed to work with the 6-D Culture data model for business trainings.

The strength of Hofstede Insights lays in the combination of science, experience and business expertise. We are a close-knit network, with a collective wealth of cultural know-how that is based on continuous learning and sharing of experience.

www.hofstede-insights.com



Daniela Kaneva

Daniela is an Associate Partner of Hofstede Insights, senior consultant for California, USA, based in Los Angeles.

Daniela's lifelong career in international sales and marketing has brought her expert and hands-on knowledge about how to work with more than 25 nations in Europe, across the Russian Federation, the Balkan region, the Caucasus region, Middle East, United States and Mexico.

Daniela is a business consultant in the areas of cross-cultural communications, cultural diversity for business, intercultural marketing, global teams management, optimizing corporate culture for strategy and agility for CEOs.



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