

A Culture Expert Inside your Organization

CULTURAL AMBASSADORS' TRAINING

Gain the skills to deal effectively with cultural challenges within your organization and bring real, lasting solutions with impact.

Join us to become a certified Cultural Ambassador in your organization to drive inclusiveness that creates bottom-line impact.

Register today at: <https://geert-hofstede.com/cultural-ambassador.html>

GOALS

In organizations where hiring external consultants is not an option, we have a solution: The Cultural Ambassador Program.

Expert organizations need experts. Our corporate certification program is aimed at providing your in-house experts with both the knowledge and the tools to recognize and visualize cultures. Your cultural ambassadors will gain the skills to deal effectively with cultural challenges within your organization and bring real, lasting solutions with impact.

BENEFITS OF THE COURSE

Using a multi-method approach including case studies, lively intercultural discussions, this program will:

- Navigate the field of organizational and national culture and change with the Hofstede Framework
- Focus on capitalizing on the diversity within your organization
- Explore attracting and retaining talents who bring different contexts and background to your organization
- Explore entrance to foreign markets for SME's
- Provide access to the online toolkit to scan the(sub) cultures and propose paths to change
- Provide insight in the combination of organizational culture and national culture
- Provide the opportunity to further develop mutual understanding and respect among people from different cultural backgrounds
- Invite you to the annual conferences organized by Itim/The Hofstede Center, focused on exchanging information among colleagues and the latest cultural research
- Give you a platform to exchange and interact with experienced intercultural and organizational management specialists
- Certify you to show that you are qualified and competent to service your organization as an internal trainer/consultant based on Hofstede's 6-D Model[©] and its application

INVESTMENT

\$ 2800, covering:

- A real-life measurement of the organizational culture of your company/department/organization which serves as your certification assignment to make change happen
- A 3 day intensive training course
- Course binder with reading materials and exercises
- Access to the Itim network of experts worldwide
- Course facility and lunches

ABOUT THE TRAINERS

Chika Miyamori

With more than 20 years of proven track record in the field of corporate communications and public affairs, Chika has provided consulting, training and coaching for multinational companies, educational institutions, NPOs and global professionals.

Joining Itim/The Hofstede Center is a natural path for her and she is one of the Master Trainers of the Hofstede Center, fully certified to use the research of Professor Geert Hofstede on Organizational Culture and Intercultural Management.

Previously she served as Managing Director of Corporate Communications & Public Affairs at GE and Hewlett-Packard in Japan. She has visited more than 50 countries and worked with people from more than 30 nationalities, leading various multi-cultural & cross-functional projects. She has a wide range of experiences in teaching business presentations and leadership communications.

Chika earned a B.A degree in French literature from Aoyama Gakuin University (Japan) and an M.B.A from Ashridge Business School (UK). She is a visiting professor of the NUCB graduate school in Japan.

Born in Tokyo, Japan, Chika has lived in the UK, Spain and is currently based in Chicago, USA.

Miguel Gurrola

Before moving to Germany, Miguel was HR VP Boehringer-Ingelheim Latin America where he was responsible for the entire HR function in more than 17 countries.

Miguel has more of 24 years of professional experience in HR / Human Capital Business Functions in multiple industries: aeronautic, consumer goods, chemical, metal mechanic, mining and pharmaceutical.

For over 15 years, Miguel has provided internal OD & Coaching interventions focused on executive, leadership, and organization development as well as change management at senior levels.

Miguel is one of the Master Trainers of the Hofstede Center, fully certified in organizational and national cultures. His track record shows his expertise at the crossroads of personality, organizational and national culture and change management.

Born in Mexico, he worked extensively throughout the Americas and currently lives in Germany.

Paul Nichols

Paul has spent all of his career in the technology industry, with 35 years of progressive international management, operations, financial, and sales and marketing experience in both public and private IT companies. In 1990 Paul moved into a sales management role and began a long career of progressive management roles.

In the 90s. Paul became the executive responsible for IBM Global Services business in the financial services sector across EMEA. This gave Paul immediate exposure to the challenges of managing on a cross national basis and sparked his first interest in and involvement with The Hofstede Center.

In 1999 Paul moved with his family to the Boston area. Since then he has led the acquisition of 9 companies across the US, UK, Netherlands, Belgium, Germany, Singapore, Hong Kong and China. This experience gave Paul the opportunity to further his interest in national culture and its impact on management with many and varied experiences and the chance to work with itim and The Hofstede Center.

During these 35 years Paul has built up extensive experience in managing at all levels across multiple functions and countries. A natural leader and proactive manager, Paul is an articulate communicator to quickly command respect and collaboration of shareholders, boards, executive management, employees, partners, and customers.

Born in the UK, Paul is currently based in Boston, MA and has lived and worked in New England for the past 15 years.

ABOUT ITIM AND THE HOFSTEDE CENTER - WHAT WE DO

The strength of The Hofstede Center is found in the combination of science, experience and business expertise. We are a close-knit network, represented in 40 countries, with a collective wealth of cultural know-how that is based on continuous learning and sharing of experiences. Our consultants and trainers go beyond the do's and don'ts of cross-cultural business by providing an in-depth understanding of the role of culture in the business world, while showing how to turn diversity to a competitive advantage.

Through more than 30 years of experience, itim has improved the effectiveness of companies from IKEA to Tieto, successfully extending the global reach of companies large and small. Our work is grounded in scientifically credited models, as we are licensed to commercially apply the extensive research conducted by the renowned Prof. Geert Hofstede.

Contact us today to save your seat
in our next training

Register at : <https://geert-hofstede.com/cultural-ambassador.html>

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