

Intercultural Project Management

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Challenges and Benefits

Karin Brännemann

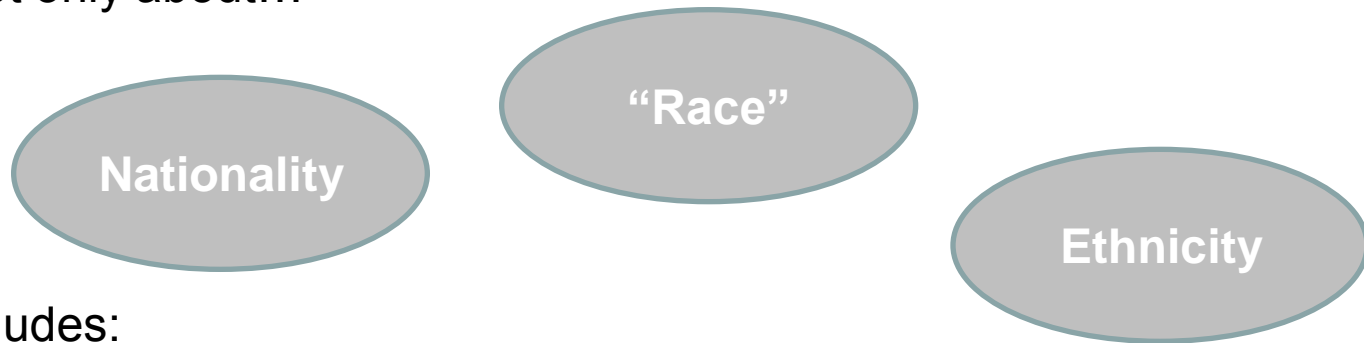
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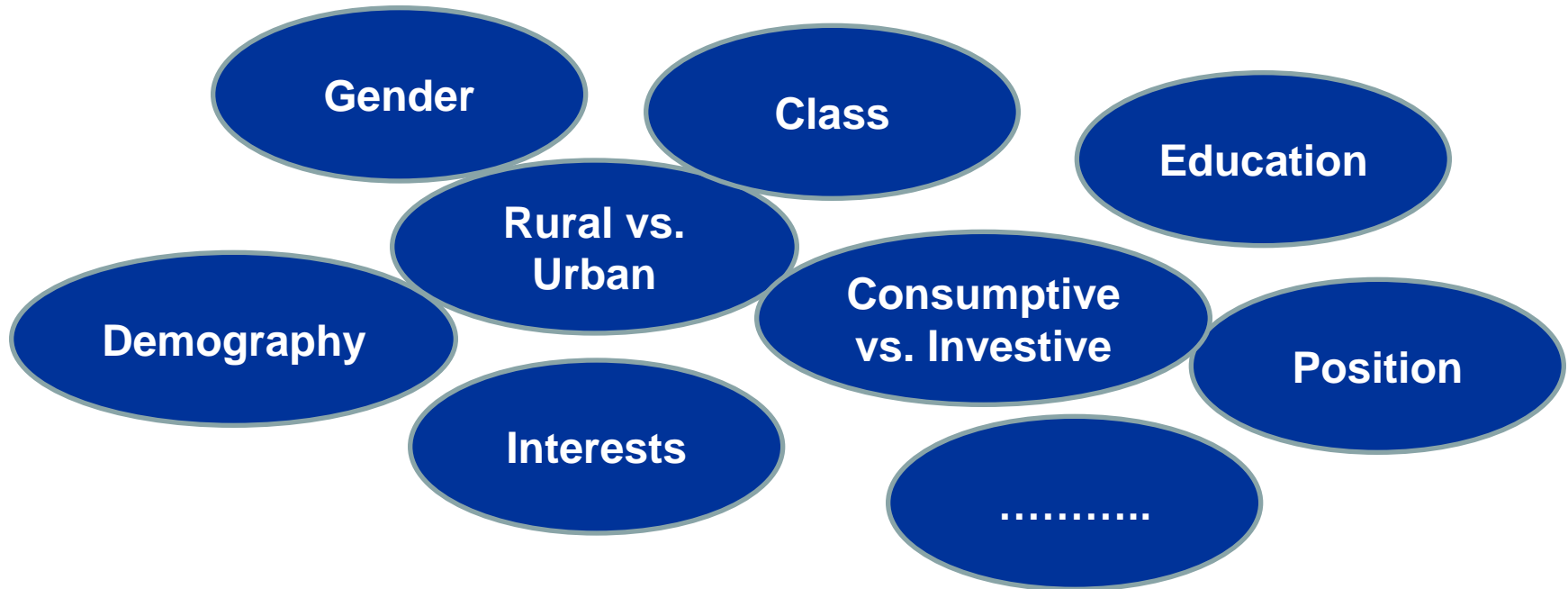
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What is Culture?

Culture is not only about...



...it also includes:

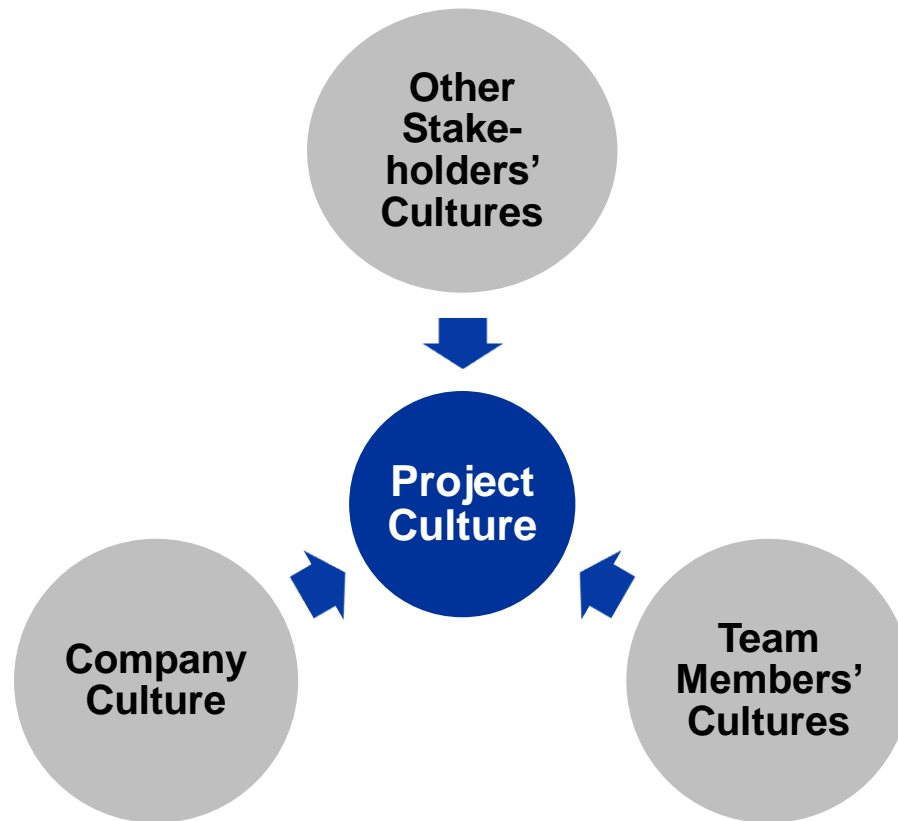


Culture and PM: Challenges

Which additional challenges do we face managing intercultural projects, in addition to “normal” intercultural management?

- External challenges
- Internal challenges

Culture and PM: External Challenges

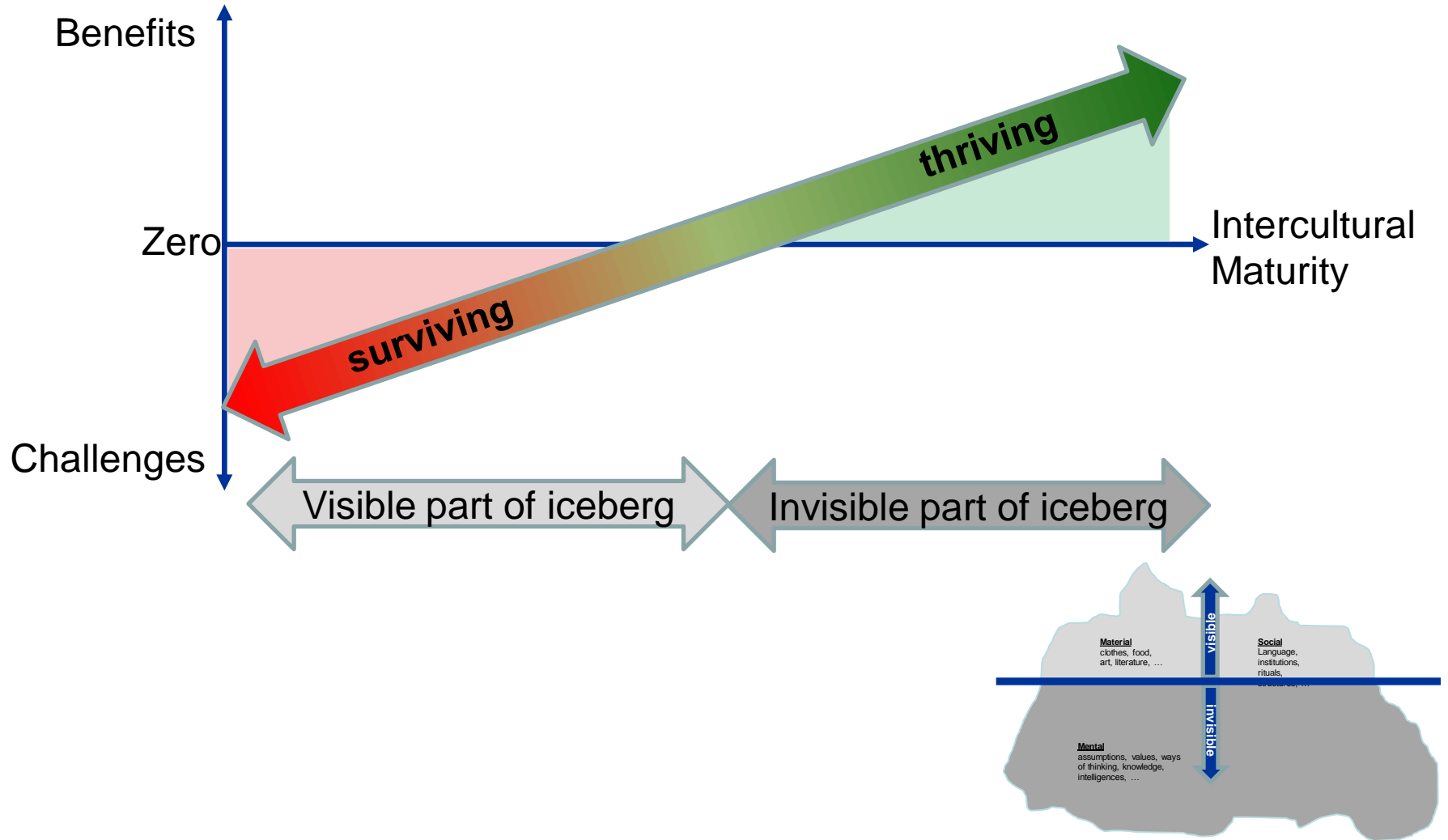


Managing under the influence of multiple cultures adds complexity.

Culture and PM: Internal Challenges

- Usually short time (and small budget) to get to know each others
- Too many cultures involved to study them in depth
- Often, the team is distributed, and has to be (partly) managed virtually
- Team members from different cultures are used to different leadership and communication styles
- Working with team members from different power-distance culture creates additional issues in a matrix organization

Challenges and Benefits



Tools and Techniques for Thriving PMs

You should be familiar with these tools & techniques

•Trust building

•Looking for commons → create culture

•Find main differences → bridge them

•Style Shifting

•Change of Perspective

•Reframing

•International negotiation techniques

•Mediation techniques

Thriving from Intercultural PM

Thriving from intercultural project management

- People from different cultures have different viewpoints, leading to
 - More ideas
 - Better decisions
- The ability to switch between cultural dimensions leads to more project success
- Take advantage of putting people into those PM phases they fit best (e.g. let the Germans do the planning, and the Slovaks the execution)
- Take advantage of a distributed team
 - Let differences in time zone and off-days work in your favor
 - Make use of different languages spoken

Thank you for your attention

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About the Presenter



Karin Brünemann is a certified PMP® and an Intercultural Expert. Born and schooled in Germany, she has so far lived in 6, studied in 3, worked in 20, and traveled in 39 countries.

Karin specializes in Training, Consulting, Mediation, and Project Management in global and intercultural settings, and has more than 25 years of experience in the automotive, telecommunications, high-tech, logistics, and aerospace industries; from small and medium sized enterprises to Fortune 500 companies. Karin holds a degree in Business Information Systems, a diploma in Human Rights, and is currently pursuing an MS in Psychology.

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About 4 | CEE



The Intercultural Experts

4|CEE specializes in consulting, project management, and training in intercultural and multi-national contexts on a worldwide basis.

What sets us apart: we do not only focus on avoiding pitfalls when doing international business, but we will enable you to create true value from cultural diversity.

Our owner has first-hand work experience in 20 countries on 4 continents.

4|CEE: Building Bridges Across Cultures.