

Cross-Cultural Leadership for the Middle East (CCLME)




Values Based Leadership
Developing Inspirational Leaders


CrossCulture
know culture for better business



The Challenge of Cross-Cultural Leadership

Leadership is culturally-bound: what works well at home may not export easily. American leadership may not work well in the UK, France or Germany and vice versa, for instance.

Concepts of leadership are also changing at macro level, with a global shift away from the ideal of the leader as a charismatic individualistic hero, to a more listening and coaching style.

As East and West interact increasingly with each other, it is vital for leaders of whatever nationality or region to engage in debate on their own national (and personal) style, reflect on how it works in a global context and learn how to bridge cultures for better results.

Middle Eastern Leadership and the West

A special challenge for leaders is how to relate successfully to Western leadership and ways of doing business while preserving the integrity of a leadership style rooted in a different cultural tradition. This is increasingly important during the transition from oil to knowledge economies.

Richard Lewis Communications

RLC – via its division CrossCulture - is the leading institute for improving cross-cultural professional skills. It has trained around 70,000 people world-wide and Richard Lewis's book, *When Cultures Collide*, has sold more than 1,000,000 copies in 15 languages.

Values Based Leadership

VBL is an experienced provider of leadership development programmes and specialises in building the skills and effectiveness of senior leaders working in multi-cultural business environments. It is a trusted leadership development provider to many global organisations.

Programme Directors

The trainers for this special course will be Richard Lewis, RLC Chairman, Michael Gates RLC Vice Chairman (and Associate Fellow at the Saïd Business School, Oxford). The trainer from VBL will be John Frost, Managing Director.

They will be supported by our team of communication skills trainers.



The CCLME Course

Richard Lewis Communications (RLC) and Values Based Leadership (VBL) are happy to announce a new course, based at Riversdown House in the United Kingdom, to address these issues.

The course, for up to 15 participants maximum, lasts for 5 days and includes:

- Two days of business communication training in English to prepare participants for the leadership training input. This is carried out in smaller sub-groups according to level and needs.
- One and a half days on current thinking in Western leadership theory and practice, with a strong pragmatic element. Participants will experience the training/coaching given to Western organisations.
- One and a half days on the impact of culture on leadership – what culture is; values and communication; the uses and dangers of generalisation; the Lewis Model of linear-active, multi-active and reactive cultures and where the Middle Eastern world and the participants fit in (based on a pre-course online survey); key commonalities and differences between Middle Eastern and Western Cultures; persuasion, leadership styles, collaboration and trust; positioning and boosting the impact of Middle Eastern leaders on the global stage.

Who is this Course for?

This course is for Middle Eastern leaders, or future leaders, from either public or private sectors. It is particularly relevant for leaders who need to lead other nationalities, as well as leaders who are led by other nationalities.

Why Should I Attend?

Attendees of this course will acquire:

- Improved overall communication skills, particularly in English
- Better self-knowledge, culturally and as a leader
- Increased awareness of Western leadership styles
- Practical tools for applying learning from the course
- Better professional results as a global leader

It is also possible for us to run closed courses for your organisation, either at Riversdown House or outside of the UK at a location convenient for your offices. If you wish to discuss this option in more detail, please contact info@crossculture.com

Riversdown House - Where Cultures Connect

Riversdown House is a 600 year old manor house, deep in the Hampshire countryside, around one and a half hours from Heathrow Airport. It is a large estate with no adjoining properties in sight – just fields – providing a very peaceful environment for training. Course participants come from all over the world, and are at senior levels in their organisations, which range from corporations, to governments and even royalty.

We are able to provide Halal dining and have a separate part of the kitchen for this, with cooks who are specially trained.

Fees

GBP 4,725 net per person. This includes all tuition, online assessment and a one year licence for web-based self-study, a copy of *When Cultures Collide*, airport transfers from and to Heathrow or Gatwick, accommodation (arrival on Sunday and departure the following weekend) and meals.



أدب المرء خير من ذهبه

“A person's ethics are better than his gold”

- **Arabic Proverb**

“A leader is best when people barely know he exists, when his work is done, his aim fulfilled, they will say: we did it ourselves.”

- **Lao Tzu**

“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”

- **Abraham Lincoln**

“Integrity is the noblest possession - Latin Proverb.”

- **John Adair, The Leadership of Muhammad**



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* Part of Richard Lewis Communications