

EXTERNADO  
JULY 2024

# LEARNING EXPEDITION

[www.iese.com/en](http://www.iese.com/en)



# Key Figures



## Accreditations & Rankings

**3 international accreditations EQUIS - AACSB - AMBA**

Ranked 32th in the 2023 global ranking of the best Masters in Management programs (Financial Times)

**Ranked 1st French Business School** in terms of general graduate satisfaction (L'Étudiant-L'Express)



## Students and Alumni

**15,000 graduates**

**8,000 current students**

**1,000 executives/managers trained each year**



## Faculty

**200 permanent teachers researchers from 54 different countries**

**85% of permanent faculty is international**

**100% of permanent faculty holds a PhD/Doctorate**



## Partners

**331 partner universities in 74 countries**

**2,500 partner companies**

**100+ Learning Expeditions**

# IESEG EXECUTIVE DEVELOPMENT AND INNOVATION

## > Our purpose

IESEG Executive Development supports more than 1,000 managers and executives every year, through degree and tailor-made programs. This mission allows for professionals, who are the vectors for change and growth within companies, to see their projects come to life.

## >Our international orientation

Since its creation, IESEG's development has been internationally and interculturally orientated. IESEG is constantly developing and enriching this international dimension: the international diversity of staff and students, the intercultural aspects of learning and teaching, and its research on intercultural management are just some examples that are contributing to the School's future.

## >Our commitment

IESEG is strongly committed to being an ethical, socially responsible, and sustainable organization. We recognize the importance of encouraging an environment that promotes effective learning and that provides the tools and competences that empower our students and staff to become responsible changemakers for a better society.



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# CROSS CULTURAL MANAGEMENT



**Paola Filgueira** is a 30 years' experienced and passionate training and development professional, specialized in diagnosing business needs, designing and facilitating learning solutions. As an expert coach, she works either in individual and group settings. She developed change models and techniques that trigger insights and positive transformations. She also works as Diversity and inclusion speaker.

With a background in psychology, she holds a Masters in Educational Technology, a Phd (first year) in Neuroscience, and a coaching certification (ICC). Paola is proficient in French, English and Spanish

Since 2000, Paola has been the Founder of Paola Filgueira & Associates, a coaching and training firm based now in Madrid, Spain. Prior to this, at the beginning of her career, she worked for a French Company (Lyonnaise des Eaux) in Buenos Aires, Argentina, as a talent developer . Paola has been training and coaching in various topics, focusing on interpersonal relationships, emotional intelligence, communication, leadership development, intercultural management, etc. Her commitment to creating safe working environments lets her train and coach in diverse locations and with different audiences.

# CROSS CULTURAL MANAGEMENT

## ➤ Learning objectives

- 1. Understand the importance of cross-cultural management in a globalized environment:** Students should be able to comprehend why developing cross-cultural management competencies is crucial in a world where organizations operate in international and multicultural contexts.
- 2. Analyze fundamental concepts of cross-cultural management:** Students should be able to identify and analyze key concepts such as cultural diversity, cultural clashes, intercultural communication, and cultural adaptation, among others, and understand how these concepts influence organizational performance.

# CROSS CULTURAL MANAGEMENT

## ➤ Learning objectives

3. **Develop practical skills for managing cultural diversity:** Students should be able to develop practical skills to interact and work effectively in diverse cultural environments, including intercultural communication skills, intercultural conflict resolution, and inclusive leadership.
4. **Evaluate strategies and best practices in cross-cultural management:** Students should be able to evaluate and apply different strategies and best practices in cross-cultural management in specific business contexts, identifying how these strategies can contribute to organizational success in multicultural and global environments.

# CROSS CULTURAL MANAGEMENT

## ➤ Sessions

1. **First day:** Cross-cultural awareness. Main models for understanding cultural differences.
2. **Second Day:** Cross-cultural challenges. Cognitive biases and decision making.
3. **Third day:** Cultural intelligence. Inclusive leadership.
4. **Fourth day:** Communication and Negotiation in cross-cultural settings.

# PRELIMINARY STUDY MATERIALS

## ➤ 2 PDF documents

1. 3 Ways to Identify Cultural Differences on a Global Team
2. Building Cross-Cultural Relationships in a Global Workplace

**Harvard  
Business  
Review**

Collaboration And Teams

### **3 Ways to Identify Cultural Differences on a Global Team**

by Art Markman

June 15, 2018



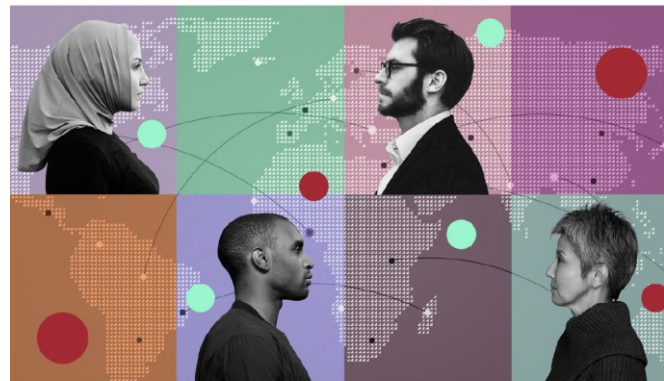
**Harvard  
Business  
Review**

Diversity And Inclusion

### **Building Cross-Cultural Relationships in a Global Workplace**

by Andy Molinsky and Melissa Hahn

February 29, 2024



HBR Staff; Siri Stafford/ Jonathan Knowles/ visualspace/Tuomas A. Lehtinen/Getty Images

# YOUR TEAM



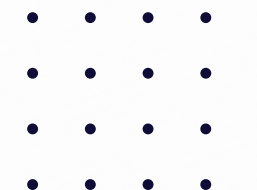
Pauline Poupard

Consultant



Mario  
Baeza

Head of International  
Programs



**THANK  
YOU**

