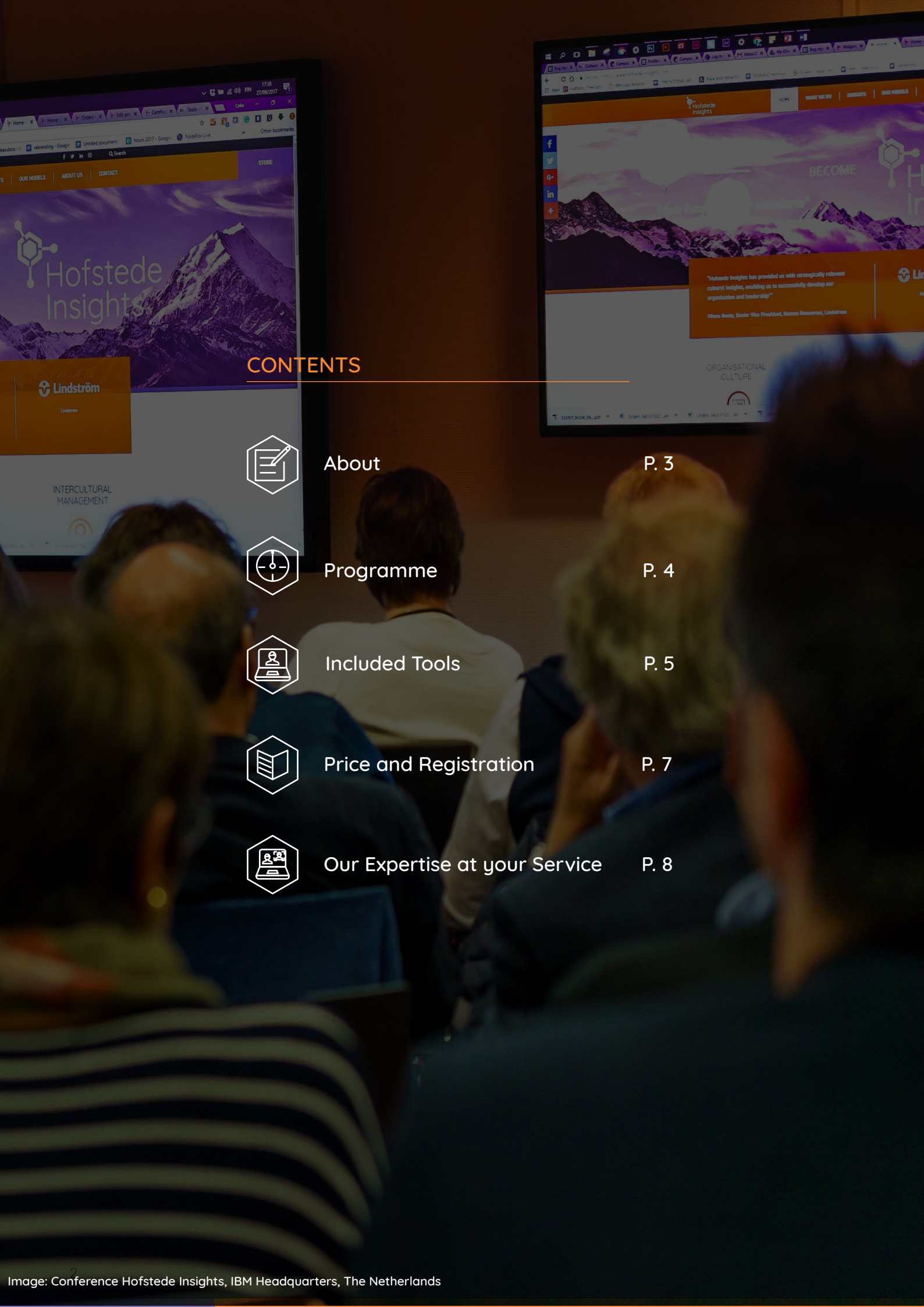


September 4-8 2023, Helsinki, Finland

CULTURAL EXECUTIVE OWNERSHIP

FOR LEADERS OVERSEEING CULTURE TRANSFORMATION

A comprehensive programme designed for executives seeking to achieve real organisational change. Including two company visits where participants will have the opportunity to meet executives with first-hand experience in cultural change. A one-of-a-kind experience that offers a perfect blend of executive education, business networking and cultural enrichment.



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CULTURAL EXECUTIVE OWNERSHIP PROGRAMME

for leaders overseeing culture transformation

This special face-to-face Cultural Executive Ownership (CEO) programme is designed for C-suite executives and includes several features, such as company visits for further interactions and networking with other executives that have successfully managed culture transformation programmes.

This exclusive programme provides a targeted approach to achieving real organisational change by focusing on the most senior leadership team members. This programme will demonstrate how corporate culture impacts the workplace, how leaders' behaviours impact workplace culture, and how intercultural issues influence communication. We also address other work-climate and cultural elements pertinent to the client's needs.

At the end of this programme, participants will be able to:

- define culture properly
- disambiguate the critical concepts of national and organisational cultures
- describe national culture's impact on organisational culture
- illustrate executives' role in shaping organisational culture
- describe how executives can leverage national culture characteristics to improve culture and strategy alignment in their respective organisations
- describe what successful executives can do to sponsor culture transformation programmes effectively
- identify their cultural pitfalls
- outline practical steps to improve their behaviour to influence organisational culture change positively.



TESTIMONIAL

"A group of 24 of our local leadership team members participated in Hofstede Insight's CEO (Cultural Executive Ownership) Program. The program enabled a very open and deeply personal reflection and discussion within the team on how we can further support our new GE strategy by our own behaviour, within the context of our local operations. The cultural insights provided made it easier for our team members to align their own way of working with the new strategy. I can highly recommend any manager working internationally to participate to this program."

Nina Jankola-Vantar

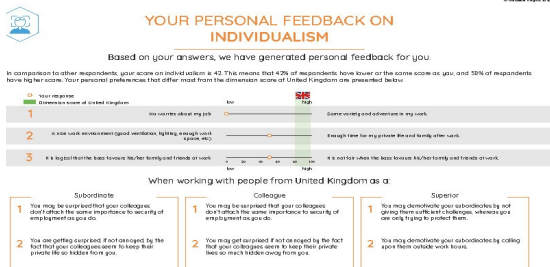
Country HR manager

DETAILED PROGRAMME

Day	Session	Activities
Pre-Class (2-4 weeks before the course)	Intake Interview & Preparations	Define explicit Key Performance Indicators (KPIs) for each executive Leadership analysis survey involving five peers and five subordinates. Each leader and their respective colleagues (who would have been randomly pre-selected and notified) would anonymously fill the survey.
Day One (Morning)	Cultural Awareness	An interactive session to dive into the basics of cultural awareness, incl. <ul style="list-style-type: none"> • proper definition of culture • disambiguation of national and organisational cultures • national cultural differences and their impact The Executive personal culture assessment
Day One (Afternoon)	Sponsoring Culture Change	What is the executive's role in delivering a culture change project? Effective strategies for managing issues like resistance and denial
Day One (Evening)	Networking	Welcome Dinner with facilitators and other members of Hofstede Insights leadership team
Day Two (Morning)	The Trust Factor	What is Trust? Why is Trust important in Culture Transformation? Building & Changing Organisational Culture leveraging Trust.
Day Two (Afternoon)	Executive Behaviour Analysis	Culture Compass: Personal cultural pitfall assessment
Day Three (Morning)	National Culture Impact	This segment is an interactive training session on how national culture impacts our personal value preferences and behavioural perceptions.
Day Three (Afternoon)	Leading Virtual Teams	This segment is an interactive training session on how the virtual environment impacts leadership communication (incl. sharing observations and providing input on best practices).
Day Four (Morning & Afternoon)	Site Visits	Site visits to two organisations that have completed or are engaged in a culture transformation project. The visits would include an interactive session with the key executives that led or are leading the change programmes.
Day Four (Evening)	Culture	Traditional Finnish Dinner
Day Five (Morning)	Reflections & Closing	<ul style="list-style-type: none"> • Reflections on lessons learned • Reflection on the journey undertaken and how to continue • Certificate Presentation
Day Five (Afternoon)	Culture	Citywide Sightseeing Tour of Helsinki

INCLUDED TOOLS

THE CULTURE COMPASS™ Personal cultural pitfall assessment



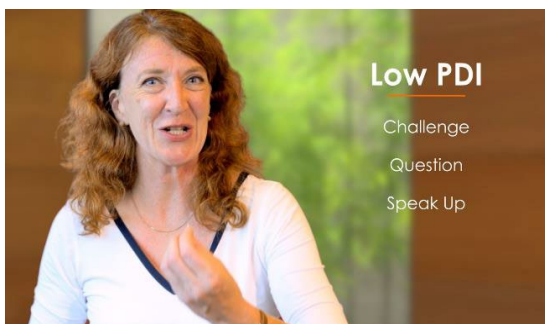
The Hofstede Insights Culture Compass™ helps you understand the impact of your own cultural value preferences and behaviour while working with people from selected countries, and recognise how your own, personal background impacts the way you see and resolve problems in the workplace.

EXECUTIVE MATCH 360



Executive Match 360 is a tool designed to analyse the degree to which the leader's behaviour supports or hinders the company's optimal culture inside the leadership team. Leaders' own behaviour is one of the most crucial aspects of cultural change in any organisation as it sets the example to the whole organisation and also communicates commitment - or lack thereof - to the change process. It assesses how the leaders' behaviour supports optimal culture.

E-LEARNING MASTER-CLASS



The e-learning Master-Class, will help you explore the impact of culture on working effectively and confidently despite differences in culture and experience.

In addition, you will gain a better understanding of the 6-D model, a practical and validated model for intercultural management. It is the first step to understanding and managing individual and collective behaviours in an intercultural context.

Meet your facilitators

Certified experts you can trust



EGBERT SCHRAM

Group CEO, Hofstede Insights

Areas of expertise: internationalization, SMEs, culture, international account management, HRD and business development.

- Advisory board chair Amcham Finland
- Board chair Dutch Finnish Chamber of Commerce
- Former Chair (int'l chapter) HR Federation Finland
- MSc in Forestry



DR OKECHUKWU OKERE

Managing Partner, Hofstede Insights Africa

Areas of expertise: Organisational transformation, leadership development, business research, credit & business risk management, learning & development; programme management

- Member, Institute of Directors (MloD)
- Certified Organisational Culture & Intercultural Management Practitioner
- MBA (Magna Cum Laude)
- Doctor of Business Admin (Int'l)



PRICE

6000 EUR per participant*

Including:

- Training services
- Digital copies of course materials
- Certificate of Attendance
- Executive Match 360' Analysis and Report (Personal Culture & Leadership Feedback)
- Refreshments (Tea/Coffee breaks and Lunches)
- Two traditional Finnish dinners (On days one and four)
- Local transportation of the participants specifically for company site visits.

***The fees do not include the following costs, which the participants shall bear:**

- All applicable taxes linked to payments for the course (VAT, WHT, for example)
- Ancillary costs like air travel, travel insurance, accommodation, feeding (outside lunch and refreshments during the course), and other travel-related requirements.

CONTACT US



For more information please contact us at sales@hofstede-insights.com.

OUR EXPERTISE AT YOUR SERVICE

Hofstede Insights has spent over 35 years helping some of the world's largest organisations transform their intercultural and organisational challenges into business success stories, and translating academic research into powerful actions.

We offer high quality expert services and solutions in the field of culture and management based on academic research and a wealth of practical experience.



UNIQUENESS

The only organisation offering a combination of Organisational and National Culture expertise.



WORLDWIDE

A worldwide network of expert consultants blend their knowledge with a deep human insight; each brings wisdom born of experience and skilled cultural observation.



EFFICIENCY

Unique expertise in translating scientific knowledge into applicable and concrete business solutions.



FLEXIBILITY

Your reality first! Powerful tailor-made solutions that unleash transformative change.



RELIABILITY

Anchored in rigorous academic theory, our data-driven analysis pinpoints the role and scope of culture in your organisation's success.



SENIORITY

A European organisation, founded in 1985. We have worked with some of the world's largest organisations.



Hofstede
Insights

Consulting | Coaching | Certification | Tooling

Learn more: www.hofstede-insights.com
Contact us: sales@hofstede-insights.com