

**BMMB7031**

# Intercultural Leadership in the age of Globalisation

**Brokering and Re-casting**



# Aims for today

House Keeping

**Any Questions ?**

Subject Specific

**Introduction to Brokering and Re-Casting**

**Navigating and Adapting Ideas Across Cultures**

**The Importance of Brokering in Intercultural Contexts**

**The Process of Cultural Brokering**

**Understanding Re-Casting in Leadership**

**Strategies for Effective Re-Casting**

**Challenges in Brokering and Re-Casting**

**Developing Skills in Brokering and Re-Casting**



# Introduction to Brokering and Re-Casting

Brokering involves bridging gaps between different cultural groups, facilitating understanding and collaboration.

Re-Casting refers to adapting ideas or practices to make them relevant and acceptable in different cultural contexts

**Discussion Point: Think about a time when you encountered a cultural misunderstanding. How might brokering and re-casting have helped?"**

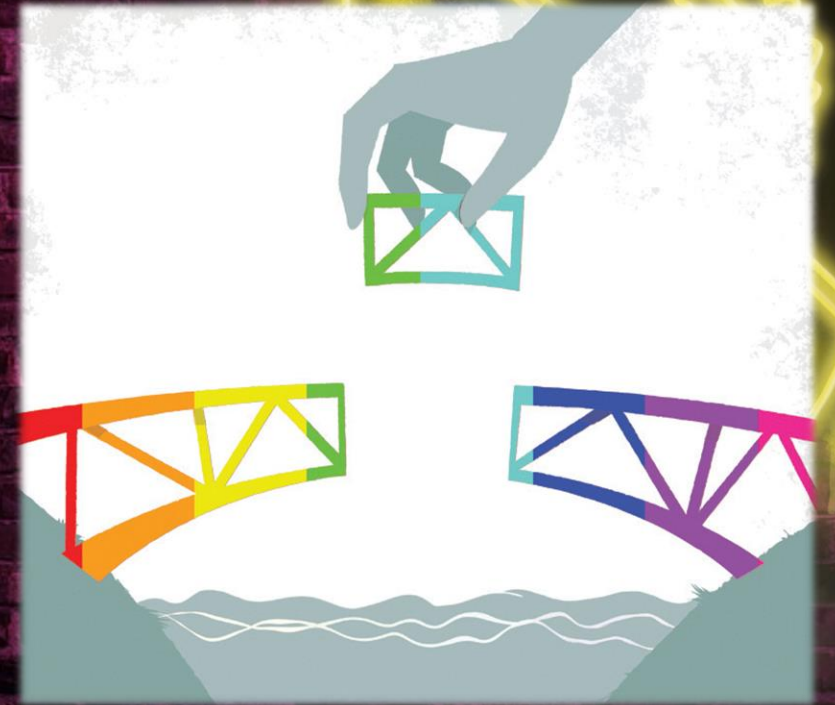


# The Importance of Brokering : Intercultural Contexts

Cultural brokering is crucial in global leadership for building bridges between diverse groups.

It enhances communication, fosters mutual respect, and facilitates effective collaboration.

**Discussion Point: Can anyone share an example of effective cultural brokering, either from your experience or from global events?"**



# Being a Cultural Broker



# The Process of Cultural Brokering

Identifies the cultural gaps and misunderstandings that exist.

Allows us to understand the different perspectives and needs of each group.

Actively facilitates communication and mutual understanding.

**Discussion Point: Consider a multicultural workplace scenario. How would you broker an understanding between different cultural groups?**



# Understanding Re-Casting in Leadership

Re-Casting is about adapting ideas, so they resonate in different cultural settings, without losing their core message.

It requires sensitivity to cultural nuances and an understanding of the target audience.

**Discussion Point: Let's discuss: How might a universal concept like 'sustainability' be re-cast in different cultural contexts?**



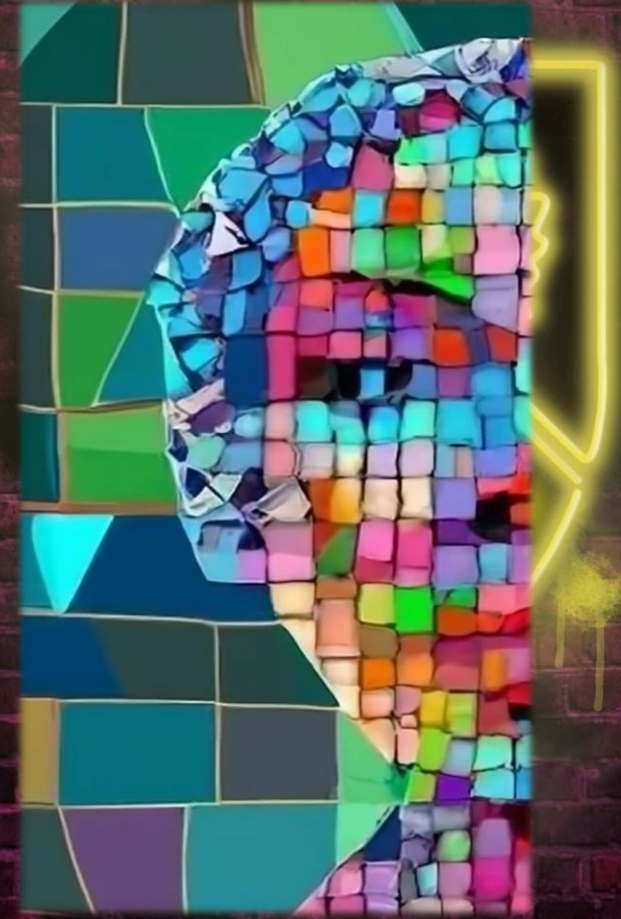
# Strategies for Effective Re-Casting

Ensure the adapted message aligns with cultural values and norms.

Maintain the integrity and core values of the original idea.

Use language and examples that are culturally relevant.

**Discussion Point: pick a common business practice and discuss how it could be re-cast for an international audience.**



# Challenges in Brokering and Re-Casting

Potential for cultural misunderstandings or oversimplifications.

Risk of losing the original intent or message of the idea.

Navigating different cultural values and expectations can be complex.

**Discussion Point: Imagine trying to broker a deal between companies from very different cultures. What are the pitfalls and how would you address them?**



# Case Studies in Brokering and Re-Casting

Find and examine real-life examples where brokering and re-casting have been successfully implemented.

Analyse the strategies used and the outcomes achieved.

**Discussion Point: What can we learn from these case studies? How do they apply to our own experiences or future ambitions?**



# Developing Skills in Brokering and Re-Casting

*So... What can you do to start your journey of excellence within the field of brokering and recasting?...*

Build empathy and cultural awareness.

Practice active listening and open-mindedness.

Educate oneself continuously about different cultures and perspectives.

**Discussion Point: Reflect on your own experiences. How can you personally develop these skills in your professional or personal life?"**



# Developing Skills in Brokering and Re-Casting

Brokering and Re-Casting are key competencies in intercultural leadership.

These skills enable leaders to effectively navigate and connect diverse cultural landscapes.

**Discussion Point: Any questions or final thoughts? How do you envision applying these concepts in your leadership journey?"**



# Cultural difference in business



Thank you!

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