

**González-Carrasco, Carlos A.**

**Reframing complexity in international management: New times – New challenges – New mindset  
- Presentation 30 mins -**

Organization	Intercultural Business Group (IBG)
Address	145-157 St John Street, London EC1V 4PY, United Kingdom
Email	c.carrasco@ibgnit.com
Website	<a href="http://www.ibgint.com">www.ibgint.com</a>

**Abstract**

Current dominant theories and models that conflate international leadership and management practices are largely loaded on modern western-centric thinking, uses bipolar, dualistic, logical and rational discourse. As part of the globalisation process, these are transferred/imposed in emerging markets or transition societies as value-universal, value-free, value-neutral practices.

These theories and models import a veneer of scientific and technical sophistication, based on an array of obsolete statistical correlations. This thinking is out of touch with the new realities of globalization. Today we face a crisis of globalisation, a financial systemic crisis, a crisis of democracy and ethics, a moral and spiritual crisis at individual, organisational and institutional level. Ultimately is a crisis of thinking. Business is not longer as usual, international leaders and managers need to shift their current mindset when managing global teams. They must fully incorporate individual and organizational complexity, diversity and adversity, standardization and resistance.

A new quality type of leaderships and management is required to managed the new reality. Existing and new leaders must develop a new mindset, secure key new skills and human qualities to manage this new complexity and engage adequately with new challenges of the new times.

**Learning outcomes for participants**

- Abandon bipolar, linear, logical, rational, reductionist view in international management
- Abandon “value based only” cultural/human frameworks in international management
- Move/transform from simplicity to cultural/human complexity in international management
- Use interdisciplinary/multidimensional approach on global leadership and management

**Profile**

Carlos A. González-Carrasco is the Founder and Director of the Intercultural Business Group (IBG) an international business development, intercultural management and training consultancy practice. He is a Senior International Business Development, Management and Training Consultant for leading international providers of Global Performance Solutions. He has extensive working and living experience in key countries of Arabia, Eastern, Central and Western Europe, USA, Asia, Central Asia and Latin America

He is the Director of P&L Communication Group (UK Office), P&L is an expert consultancy providing specialist public relations, marketing, brand building, management, communications, support and help companies growing their businesses in China and the Asia region. Carlos worked as the Global Business Development Manager for The Body Shop International Plc, responsible for company expansion into Asia, Latin America, Africa, and Central Europe.

Carlos worked as an independent filmmaker and TV producer/consultant for BCC TV, CNN, ABC and TV Asahi (Japan) on current affairs issues. In 1992, won an Emmy Award in USA for the best historical documentary “The Cuban Missile Crisis” produced for BBC TV.

Mr González-Carrasco graduated as; Engineer – Commercial (Chile), BA (Hons) Economics, M.A in Economic Development, M.A. in Sociology, Postgraduate Diploma Stock Exchange Investment, internationally Accredited Master in Business Administration and Certificate on Co-Active Coaching – Coaching Training Institute .