

Fernandes, Anita and Ashley

Successful selling and multicultural team-building in Asia - Presentation 30 mins -

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Abstract

Our presentation explores the challenges of successfully managing multicultural international teams in Asia. Communication misunderstandings occur due to different approaches to management style, decision making, negotiating with clients, conflict resolution and the importance of relationships when doing business. Consider a team from an organisation that is based in the USA, a regional HQ based in Singapore with an Australian head and staff in countries from China, India, Pakistan, Singapore, Japan and Australia. The client base stretched from Afghanistan to Tahiti. This is the situation Ashley Fernandes found himself in during 2003 and then within 2 years created one of the strongest and most profitable sales teams for that organisation.

We will demonstrate the following:

- What were the challenges (team building and cross cultural communication)
- What were the responses
- Highlight key outcomes

We will showcase how the understanding of cross cultural complexities and implementation of practical solutions bring results that keeps team members engaged and profitability targets exceeded.

Learning outcomes for participants

- Describe how culture values affect the success of multi cultural teams, its impact on how goals and objectives are met.
- Explore ways in which differences can be resolved, increasing effectiveness and cultural competence, which can then be utilised across cultures
- Provide solutions, guidelines and techniques to assist the team building process

Profile

Anita Fernandes is a Principal of Crossing Cultures. She has worked in the field of relocation and cross cultural communication for fifteen years both in Australia and Asia, having been a founding Principal of the Relocation Specialists Group and previously in Singapore and Malaysia. Prior to this Anita worked at IBM for twelve years in various professional and management roles in Australia, USA, plus extensive business travel to Asia.

As a professional coach, mentor and business manager Anita works with her clients to create awareness of their own and other cultures assisting them to effectively leverage the strength of their cultural differences to increase their business skills and achieving their organisations objectives.

Ashley Fernandes is a Principal of Crossing Cultures; He has worked in the field of telecommunications since 1990, specifically in Asia, USA and Australia where he has been Vice President of Sales for several large organisations. Prior to this he worked at IBM for 9 years.

With extensive experience in managing teams from countries including India, Singapore, China and Japan and being of Indian heritage gives him a unique perspective as to how best to achieve business goals in a competitive and diverse work environment. His management expertise includes turning around sales teams to move them into being the top performing region after intensive, hands on coaching and training.