

---

# GLOBAL MINDSET:

## LEADING MULTICULTURAL TEAMS WITH THE BRAIN IN MIND



PRESENTER:

**SAMAD AIDANE**

Organizations today depend on multicultural teams to deliver on their strategy to compete in an increasingly globalized world. The ability to manage and leverage cultural differences plays a significant role in achieving project success. More than ever before, Project Managers are expected to develop the ability to build and lead multicultural teams that can quickly, comfortably, and successfully adapt to different cultural contexts. This requires moving beyond simple dos and don'ts of cultural awareness to a more global mindset.

The objective of this workshop is to provide participants with an understanding of the five-stage model of multicultural team development through the lens of latest findings in cultural neuroscience. Cultural Neuroscience refers to the growing body of research in cognitive and social neuroscience that demonstrates the substantial degree to which cultural values, beliefs, and experiences deeply influence neural processes underlying a wide range of individual behavior in the context of multicultural collaboration.

Integrating insights from evidence-based research in cultural neuroscience, cultural intelligence, and cross-cultural team management, the workshop will provide a brain-based framework for understanding how cultural values shape the way we make decisions, solve problems, and collaborate with others in a multicultural teams.

### WHO SHOULD ATTEND?

This workshop is designed for:

- Project managers, team leaders, product development managers, engineers, R&D managers, functional and line managers who are responsible for leading multicultural team
- Leaders who are preparing for international team leadership responsibilities
- Individual contributors working in multicultural teams such as software developers, designers, business analysts, or documentation specialists

 [www.NeuroFrontier.com](http://www.NeuroFrontier.com)

 [samad@neuroFrontier.com](mailto:samad@neuroFrontier.com)

 +1 206-451-7374 (U.S.A)

---

## KEY BENEFITS

You will gain a greater understanding of the challenges of building and leading multicultural teams and how to effectively guide your team through its five natural development stages. You'll come away with practical strategies that you can apply immediately in your projects to cultivate your skills to adapt your leadership style to the needs and demands of your multicultural teams. By attending this highly interactive workshop you will:

- Develop a greater awareness of your own and others cultural orientation and how it affects attitudes and actions
- Manage conflict and misunderstanding between team members that may arise from different cultural perspectives
- Understand how to assess your current team performance, identify current strengths and gaps, and specify areas where improvement is needed
- Identify the values which are critical to team success and determine the steps needed to instill these values in your team
- Maximize the performance of your multicultural team by implementing team processes to increase collaboration, trust, and team effectiveness
- Develop a vocabulary for discussing cultural differences impacting team performance that make typically emotional conversation unemotional

## WORKSHOP CONTENT

The workshop is designed around three proven pillars:

*Neuroscience Research:* The workshop is based on the latest research emerging from the field of social cognitive neuroscience on the social, emotional, and cultural nature of the brain and its application to understanding the stages for building high performance multicultural teams. Using a brain-based model, the presenter will describe the five core social domains that drive behavior in multicultural teams. Understanding these five domains explains how individuals from different cultures make decisions, solve problems, and collaborate with others in multicultural teams.

*Cultural Intelligence:* We will explore the differences in cultural values that contribute to decreased productivity and cause misunderstandings and conflicts in multicultural teams. We will examine how successful leadership skills in one cultural context can become ineffectual in another because of differences in cultural assumptions and expectations. Participants will learn to decode how culture impacts team effectiveness and the skills they need to manage those differences effectively and navigate in complex multicultural situations.

*Multicultural Team Management:* We will explore the specific leadership challenges that come with leading multicultural teams through each stage of the model. The effect of culture on issues of task, relationship, and leadership that need to be addressed at each stage of the team development will be described based on key insights emerging from neuroscience research. This understanding will empower participants to overcome the underlying cultural roots of conflict undermining their teams.

## PROGRAM LENGTH

This workshop is structured as Half Day or Full Day workshop

---

# PRESENTER INFORMATION

Samad Aidane is a Project and Change Management Consultant and Coach with over two decades of experience in technology change initiatives in industries such as telecom, finance, and healthcare with companies such as HP, Cap Gemini, Time Warner Telecom, and Telefonica. Samad holds a Post Graduate Degree in the Neuroscience of Leadership from Middlesex University, U.K. His research connects the latest findings in brain science research to leadership development and informs the ways Project Managers and organizational change leaders can improve their capacity to make effective decisions, solve complex problems, and facilitate lasting change. Samad is certified by PMI as a Project Management Professional and a member of the Social & Affective Neuroscience Society.

## PREVIOUS PRESENTATIONS

- 2014 Cultural Neuroscience: From cultural awareness to Global Mindset. Project Management Institute Global Congress - Dubai, UAE
- 2013 Cultural Neuroscience: Cultural Intelligence for Global Project Managers. Project Management Institute Global Congress - New Orleans, U.S.A
- 2012 The Emotional Life of Projects: The Neuroscience of Emotions. Project Management Institute Global Congress - Vancouver, Canada
- 2012 The Neuroscience of Change. Oracle OpenWorld - San Francisco, U.S.A
- 2011 Managing Projects with the Brain in Mind: The Neuroscience of Leadership. Project Management Institute Global Congress – Dallas, U.S.A

---

## TESTIMONIAL:

“Samad has the unique ability to integrate fundamental research from a variety of disciplines spanning neuroscience to cross-cultural business to psychology and translate that data into intriguing, actionable information. He engages his audience with his credibility, humility, and ability to connect with people from varied backgrounds and cultures. Leaders at all levels benefit from Samad’s messages about how to lead with greater effectiveness and compassion in the global workplace.”

Barbara A. Trautlein, Ph.D., Author of the book *Change Intelligence*,  
And the originator of the CQ®/Change Intelligence® System

“Recent research in neuroscience gives us a much deeper understanding of how the brain makes decisions and arrives at conclusions, a topic that’s important to all project managers. Samad’s presentation gives a very good overview of this important topic and should be heard by all project managers.”

Frank R. Parth, MS, MSSM, MBA, PMP. Project Management Institute  
Board of Directors 2010-2012 , CEO/President - Project Auditors LLC

“The presentation was engaging because it was fact based, interactive, and driven by your passion for the science and the revelations. I have discussed the presentation with several colleagues and we are all intrigued to know more!”

Colleen O’Neill, PMP, Director, Information Technology