



Building Dialogues on Diversity

SIETAR Europa Congress 2019

in partnership with:



in cooperation with:

IACCM
INTERNATIONAL ASSOCIATION OF
CROSS-CULTURAL COMPETENCE
AND MANAGEMENT



TRACK 2

in Leuven, Belgium

from the 27th of May to the 2nd of June 2019

congress2019@sietareu.org

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TRACK 2 | Socio-political Concerns – Promoting unity in diverse societies

Thursday, 30th of May 2019

Rethinking Cultural Relativity: The Multicultural Vision and its Problems

Harris, Richard

Workshop - Room 2 | 10.00-11.30

Abstract: A reluctance to judge or intervene in the beliefs and behaviours of cultures other than our own has been a basic principle of the multicultural conversation of our times. Increasingly, however, this culturally relativist attitude has come under pressure from the challenges posed by immigration, globalisation, and fundamentalism (both political and religious). How are interculturalists to respect or respond to such controversial practices as child marriage, female circumcision, animal cruelty, caste discrimination, and other forms of perceived social injustice?

Following a brief outline of the history and development of the idea of cultural relativity, from Boas through Benedict and Mead to the present day, an analysis of the most prevalent and contentious contemporary challenges to this principle will be offered, together with a wealth of examples and case studies. Three possible approaches to resolving these problems will then be presented and described, and their applicability in various cases will be considered.

After the presentation, participants will split into small groups to discuss a range of intercultural ethical dilemmas, both real and hypothetical, before sharing their thoughts and opinions in a large group format.

About Richard Harris (PhD): Richard was born in London, UK, but has lived in Japan since 1980, except for a two-year sojourn in New Mexico, US. He has an undergraduate degree in English literature, a Master's in humanities, and a Doctorate in intercultural communication. He has published extensively on intercultural topics, ranging from cultural differences in space perception to cultural representation in museums, and has presented at conferences all over the world. He is a faculty member of the Summer Institute for Intercultural Communication in Portland, Oregon, and has given one-week workshops there every year since 1998. He loves reading and hiking in the mountains near his home in Japan, usually with his wife and, remarkably, his cat.

Brown Eyes Blue Eyes - The anatomy of prejudice

Kutsal-Buurman, Seydà

Workshop - Room 2 | 12.00-13.30

Abstract: Intercultural trainers and consultants are free of prejudice and can be sure to deliver stereotype-free, nondiscrimination and fully inclusive advice and service. That might be the case in a parallel universe that we are not yet aware of. In our reality we have to keep learning about the prejudices in our minds in order to prevent exclusion of groups and individuals. This workshop will confront you with your own biases and show the effect of choices you make. The workshop will be conducted by Seyda Buurman-Kutsal, train the trainer for this well-known concept (Jane Elliott, 1968) for over 20 years. She will let you experience a short sequence of the method and share her knowledge about the anatomy of prejudice within the intercultural and non-discrimination work field. You will leave the workshop with a choice of your own.

Seydà Buurman-Kutsal was educated and certified by Jane Elliott herself and has successfully educated professionals from different backgrounds, countries and professional settings ever since.

In the microcosmos that the exercise creates, you have the opportunity to broaden your understanding of systemic nature of power and oppression, and its impact on our relationship with each other and with ourselves. The perspective of changemakers will be questioned and emotionally felt.

Buurman-Kutsal explores the problems of racism, sexism, ageism, homophobia, and ethnocentrism and the responsibility in the intercultural field for illuminating them in and eliminating them from ourselves and our environment. Participation can lead to stressful experiences similar to the one's minorities deal with.

About Seydà Buurman-Kutsal: Seydà is a Europe wide known trainer and coach within the field of Diversity and Inclusion. She has educated organisations like ministry's, Ngo's, police forces in Europe successfully. As a diversity-consultant she has lead various companies from Vodafone to Delta Lloyd to an awareness that lead them to sustainable choices in diversity management. She has a background as a social worker with Turkish roost, born and raised in Germany and is living in the Netherlands. She is certified coach and a train the trainer for the Blue Eyes

Brown Eyes exercise and she is the founder and director of Seyda Buurman, diversity consultancy and is a lecturer at Fontys University of applied sciences in the Netherlands teaching diversity and (civic) education.

Diversity consultant, change-agent, polarisation expert, supervisor and trainer since 1994 within Police, public services and trade. Lecturer at Fontys University of applied sciences Faculty of Educational studies. Senior train the trainer Brown Eyes Blue Eyes.

--- **Brexit, Trump & Co - The influence of the collective memory on recent political and social developments and how to respond to this**

Bader, Christoph

Workshop - Room 2 | 14.30-16.00

Abstract: The influence of the collective memory on recent political and social developments and how to respond to this

Recent election campaigns such as Vote Leave in the UK or Donald Trump's presidential campaign utilized the concept of the collective memory to address relevant parts of the electorate. The impact of the campaign slogan 'Make America Great Again' (and the idea behind) as well as of the frequent usage of references to the colonial and imperial past of Great Britain as part of the various Brexit campaigns demonstrate the power and longevity of shared memories.

This workshop aims to offer a theoretical introduction into different ideas and dimensions of 'collective memory' (e.g. Halbwachs or Assmann & Assmann) and the role it plays in culture and cultural change. In group exercises we will furthermore explore and experience how the collective memory works and develop an understanding of it. We will also develop ideas on how to utilize the concept of the collective memory positively in intercultural training as well as marketing campaigns.

About Christoph Bader: Christoph studied Cross-Cultural Psychology at Brunel University London and graduated with an MSc in 2012. He is also a certified Intercultural Trainer (University of Jena) and works as a Strategic Marketing Manager in London.

Teaching about global cultural differences through metaphors: Building bridges in a changing world

Randerson, Anne Kathryn

Workshop - Room 2 | 16.30-18.00

Abstract: Cultural metaphors provide an in-depth examination of cultures, which is vital to global managers in our changing world. This teaching-oriented session revolves around cultural metaphors—any activity, phenomenon or institution with which most members of a national culture identify emotionally and/or intellectually (Gannon & Pillai, 2016). The presenter will introduce teaching methods using cultural metaphors, including flipping the classroom, in-class reflective activities, and introspective self-assessment exercises.

This interactive presentation will highlight alternative instructional techniques by two university instructors with thirty years of combined global management teaching experience to show contrasts between innovative, technology-driven actions, contemplative activities, and traditional face-to-face teaching exercises for cross-cultural leadership and global management courses. Participants will be invited to share their experiences with their own instructional/intercultural training methods. Through this creative learning process using cultural metaphors, instructors can learn to design meaningful activities that promote true dialogue to help build bridges in our increasingly changing world.

About Dr. Anne Randerson: Anne is a university instructor, researcher, and global business consultant (www.crossculturalhorizons.com). She earned her Master and Ph.D. in Human Life Studies at Koriyama Women's University in Japan and obtained her Bachelor of Arts in French at the University of California at Davis (USA). In addition to training with corporate clients and global institutions, she currently teaches global studies and management courses at California State University San Marcos (USA) and has taught intercultural business communication courses for United Business Institutes in Belgium, Croatia, Serbia, and Vietnam. She is also a Mindfulness-Based Stress Reduction Teacher trained at the UCSD Center for Mindfulness. She speaks six languages and has lived in five countries, and specializes in intercultural business communication, global diversity and LGBTQ inclusion, contemplative pedagogy and social justice issues. She also facilitates The Art of Inclusive Communication courses for the National Conflict Resolution Center in the United States.

TRACK 2 | Socio-political Concerns – Promoting unity in diverse societies

Friday, 31st of May 2019

Bringing lessons and questions from the 2018 Russia - Europe event to a higher level

de Courten, Manon; Kovbasyuk, Olga; Todosiychuk, Maria & van der Pol, Yvonne

Panel - Room 2 | 10.00-11.30

Abstract: This roundtable aims at fostering cooperation between Russian and Western European professionals at individual and organizational levels. It takes as departure point the joint SIETAR Europa - SIETAR Russia 'East and West Bridges Event' held on 27-29 October 2018 in Helsinki and St. Petersburg. The experiences gained prompted many questions that are both urgent and important nowadays and pertain notably to the relations and communication challenges between Russia and Western Europe, and our own role as intercultural professionals.

Our initiative as active participants to the conference – we are two participants from Russia and two from Western Europe – is to share and discuss our experiences and questions with our colleagues from SIETAR for further exchange and learning, as to bring the harvest of the East-West Bridges conference to a higher level

Sharing the commitment to foster cooperation between Russian and Western European professionals at individual and organizational levels, in the roundtable we would like to engage into a dialogue around the following questions:

What are the expectations and perceptions of Russian resp. Western European culture of each other, and how can we bridge the gap between those expectations and experienced reality of these cultures?

How do work styles differ (e.g. values of transparency and accountability or face and hierarchy) and how could we reconcile these differences in the context of business, higher education etc.?

How do we deal with sensitive issues, upon which views are likely to diverge?

About Manon de Courten: Manon is a Swiss-Dutch intercultural professional specialized in Russia and Russian-speaking countries. After her PhD on Russian philosophy and civil society, she worked in the non-profit international cooperation sector, first at NGO level on legal cooperation with Russia, then with the OSCE High Commissioner on National Minorities on conflict prevention in Ukraine and Georgia.

Through country assessments, culture-sensitive project management, evaluations and training, she currently advises profit and non-profit organizations on cooperation

with Russia, CIS countries and Ukraine.

More broadly, as an intercultural trainer and consultant, she has lectured intercultural management at Leiden University (NL) and currently provides training on intercultural communication and team-building.

About Olga Kovbasyuk: Olga is Associate Professor of Intercultural Communication. She has been teaching intercultural communication in a wide range of academic institutions.

Dr. Kovbasyuk has presented papers on intercultural communication at a great number of international conferences in Russia, Poland, Japan, Germany, Greece, France and the USA. She has over 70 publications, including 35 peer-reviewed articles and chapters in books and professional journals.

Her work has been recognized through numerous awards and prizes, including a national medal "For Excellence in Work", Teachers Excellence Award from the State Department, USA, Fulbright and DAAD institutional fellowships.

About Maria Todosiychuk: an Intercultural games & exercise developer is an international trainer & consultant on business communications with foreigners based in Moscow, & a licensed partner of Richard Lewis Communications (UK). Invited trainer for short-term projects at the MGIMO School of Business, Peoples' Friendship University of Russia, at the Ural-Siberian Institute of Business, & Associate Trainer for IBC Business Education, she serves as a lecturer at the MBA-Center at the Ural Federal University Business School & the Presidential Program for Management Training as well as lecturing at the Department of International Education at Ural Federal University.

About Yvonne van der Pol: Yvonne is founder and director of Luz Azul training, consulting & coaching. She consults to a broad range of organizations and is specialized on designing blended intercultural learning programs. In 2017, she published Reflections on intercultural craftsmanship, a collection of essays on intercultural learning journeys.

Polarisation: understanding the dynamics

van der Kroft, Jackie

Workshop - Room 2 | 12.00-13.30

Abstract: In this interactive workshop you will be challenged to think strategically about polarization to enable dealing effectively in these situations.

We will start with gaining more insight in the root causes and dynamics of polarization and the different existing roles people may take. Important also is to get an overview of the differences between conflicts and polarization and how these dynamics are interrelated. With increased awareness about these dynamics and different roles you can decide more consciously what is needed to depolarize the situation and (re)establish social cohesion. The workshop finishes with tools for developing a polarization strategy.

About Jackie van der Kroft: Jackie has a background in development sociology and anthropology. She has been working for over 20 years in the field of humanitarian assistance in various positions and countries affected by natural disaster and/or conflict. Since 2012 Jackie has been doing consultancies as an advisor, trainer and coach - with specific focus on developing intercultural competences, conflict management and building bridges across differences (e.g. by facilitating dialogues).

Acculturation through Gamification

Simons, George & Mroczek, Teresa

Workshop - Room 2 | 14.30-16.00

Abstract: This 90-minute workshop led by Dr. George Simons and Teresa Mroczek will:

- Present principles & best practices for serious gaming focused on social inclusion as developed & used successfully for the acculturation of migrants with local communities in Finland, France, Norway & Denmark, and under development elsewhere
- Introduce, play & debrief game material developed by members of SIETAR EU Migration SIG & other participants in the pre-congress workshop: Intercultural Gamification—Play, Connect, Learn, Create, Facilitate: intercultural games for training in organizations, education & social acculturation.
- Enable participants to network & engage in a process for crowdsourcing social game ideas & materials for social cohesion.
- Encourage sharing of participant experiences & successes in creating, using social games in their work.

About George Simons (PhD): George created the award-winning diversophy® game for developing intercultural competence for training programs and online learning (www.diversophy.com). He authored and edited EuroDiversity: a Business Guide to Managing Difference, addressing EU cultural challenges. He is co-author of Putting Diversity to Work, Seven ways to Lighten your Life before you Kick

the Bucket, and of eight Cultural Detective® intercultural guides. Articles, reviews and other publications by George Simons are available at www.georgesimons.com. Living in France, he delivers consultation, coaching, training and training design worldwide. Recent clients include Alstom, the Asian Development Bank, UNHCR, BNP Paribas, Deutsche Post, and John Deere Europe. He has been a regular lecturer at ESPEME and JAMK and has served on the governing boards of SIETAR Europa and SIETAR France.

What in the World Is Tolerance?

Fertelmeyster, Tatyana

Ted Style Talk - Room 7 | 14.30-15.00

Abstract: Having an effective dialogue across differences is impossible without practicing tolerance.

But what exactly is tolerance? How does it feel to tolerate or be tolerated? Do you even like the word?

It is somehow easier to explain what intolerance is or describe behaviors that demonstrate lack of tolerance. Does that mean that tolerance is a lack of intolerance? Probably not. Lack of intolerance can be simply a form of indifference, which can quickly turn into intolerance if a person is triggered.

This talk will focus on what it takes to practice tolerance in a moment of challenging engagement. These moments happen for us as interculturalists and diversity and inclusion practitioners. They happen to us as human beings. Let's think together about the importance and challenges of practicing tolerance in today's world when tolerance feels scarce.

About Tatyana Fertelmeyster: Founder and Principal of Connecting Differences, came to the United States in 1989 as a refugee from the Soviet Union. A journalist by training, she went back to school and became a mental health counselor. Tatyana's work experience included refugee resettlement and counseling for individuals, families, and groups before becoming an intercultural and diversity consultant and trainer.

A Licensed Clinical Professional Counselor, Tatyana is an expert in Intercultural Competence, Diversity and Inclusion, and Facilitation for Multicultural Groups. Tatyana is a faculty member at the Summer, Winter, and Qatar Institutes for Intercultural Communication and a past president of SIETAR-USA.

TRACK 2 | Socio-political Concerns – Promoting unity in diverse societies

Friday, 31st of May 2019

Tatyana is proud of her unofficial title of a Chief Clarity Officer. Her practice of Spontaneous Facilitation supports Tatyana's ability to engage and sustain engagement through challenging moments and interactions. Tatyana always brings to her very serious work her sense of humor, wit, and a bit of stand-up comedy.

--- The Science of Making People Care about Diverse Societies

McCloud Schingen, Kelli

Ted Style Talk - Room 7 | 15.00-15.30

Abstract: Practitioners and academics who work to foster in others understanding, empathy, and active caring about individuals and peoples different from themselves know how difficult the task can be to accomplish. While it is important to continue our efforts to increase these qualities in others who already understand its importance, in the world of 2019 widespread methods in use today by those in the intercultural and related fields are not making a big enough difference to stop the active misunderstanding and harm taking place against migrants and culturally diverse others in today's society.

In this presentation, the science of communicating in a way that makes people care and, more importantly, change their behavior to be more inclusive of diverse populations will be explored. We will examine how a mainstay of current training strategies center on providing copious information about why people should care. The truth often is that people don't change because they don't have enough information but because they either don't care or, more important for this presentation, don't know what to do.

In this presentation we will first explain the research grounding of the 'science of what makes people care' with examples from the worlds of marketing, animal conservation, and other fields. We will then dive into the communication and behavioral techniques needed to make our work bridging cultures more impactful and sustainable. These include tailoring messaging to your audience using specific types of imagery and emotion, using calls to action, and storytelling yet. Our field does such wonderful work yet there are ways to tailor our messaging, so it has even more impact. There has never been a more important time to do so than today.

About Kelli McCloud-Schingen: Kelli is President and principal facilitator/trainer for KMS Intercultural Consulting, LLC. She specializes in Inclusive Leadership, Global Diversity and Inclusion, Storytelling, Cultural Competence, Social Justice, Healing Racism, Conflict Resolution/Mediation,

and Teambuilding. She has facilitated development workshops, trainings and dramatic presentations for educational, non-profit, government and corporate institutions in the USA and internationally since 1989.

How to deal with the third sex: From organizational ignorance to acceptance

Roettgers, Christina & Weber, Ulrike

Ted Style Talk - Room 7 | 15.30-16.00

Abstract: This Ted Style Talk addresses the challenges of the integration of the third sex in organizations. While organizations are quick to fulfill the formal requirements, the question remains how the organization creates awareness for the third sex and raises its acceptance among managers and employees. An introductory paper also explores how the integration of the third sex in the workforce promotes diversity and challenges deeply rooted beliefs and values. It questions to which degree archetypal concepts of gender still prevail, impede acceptance of the third sex, and must be mediated by organizations.

Benefits:

Learn about

- the third sex and its treatment in history
- cultural aspects of the third sex
- legal requirements and their impact on organizations

Exchange how awareness for and acceptance of the third sex can be created in an organization.

Discuss how functions in organizations can best support the acceptance of the third sex as a change process.

Explore how consultants can facilitate the process.

This session will be co-led by Ulrike Weber, Professor at ISM, Hamburg and Christina Röttgers, Culture Expert, and will contain an introduction on the current stage of research and practice in Germany followed by a facilitated discussion around the contextual aspects of the third sex e.g. culture, size of the organization, state of diversity efforts.

The session will help participants to define how we as researchers and consultants can best support organizations in successfully raising awareness /acceptance among employees and integrating the third sex into the workforce.
Bio

About Ulrike Weber: Ulrike is a professor for Human Resources and Organization at the International School of Management in Hamburg. She received her Ph.D. from Northwestern University, Evanston, IL, U.S.A. and has worked in multinational companies for 20 years before she returned to academia full-time.

Her current work includes research on gender related topics as well as value-based leadership and the influence of digitalization on competencies. In addition, she is an ICF-certified coach and coaches multinational teams on various topics.

About Christina Röttgers: Christina is a specialist for developing cultural competences for organizations and managers. She consults the definition of company values and facilitates cultural processes in organizations. She coaches to lead multicultural teams as well as personal leadership. Since 1997, Christina is working internationally, so far in 25 countries, since 2004 with a focus on intercultural management.

Christina is an associate partner of Hofstede Insights and Co-Active Coach, since summer 2018 she is co-leading the regional group of Sietar Rhein-Ruhr, Germany.

Finding Peace in Annoyance.

A Few Lessons from Living in France

Andino Dorato, Jimena & Roignan, Catherine

Workshop - Room 2 | 16.30-18.00

Abstract: What do you do to make it through and flourish in a society where many aspects bother you and do shake up your values? How do you cope over time with behaviors you do not like and realities you perceive as annoying?

These questions are critical both when coming to live in a new country and when co-habiting in society with groups you do not really feel in tune with. They become even more crucial when in need to cooperate and work together with these annoying “others”.

Departing from a provocative question often raised by Milton Bennett “what’s the good in it?”, we will ask what’s the role of personal judgment in situations we do not like, do not understand or find difficult to accept.

The open and sprightly dialogue between a foreigner living among the French (often described as annoying even by interculturalists) and an insider French local will serve here as a guide to explore how to overcome one’s reluctance, reach deeper understanding and bridge with the other.

We will start by discussing a couple of first-hand situations from both perspectives of a foreigner and a local to offer fresh insights about contemporary France. Participants will then experiment practical ways to work on cautions facing a different cultural context or group. They will be given the opportunity to build their own alternative strategies to ease the tensions and fruitfully bridge.

About Jimena Andino Dorato: Jimena is an Argentinian-Canadian intercultural trainer and coach. As a researcher she has focused her work on multiculturalism and plurilingualism as well as the importance of dialogue and a multidisciplinary approach. She intervenes for corporate companies as well as NGOs and private clients, mostly about change management, expatriation, diversity issues and intercultural teams.

Certified on DISC® and TKI© tool, she creatively includes and develops several other tools like VaKE both in her teachings and trainings as in her coaching processes. She graduated with honors and holds a Law diploma from the Universidad de Belgrano and a master’s degree in Business Law from the Universidad de Palermo. She is certified MoneyCoach (The Money Coaching Institute) and ACC-coach from ICF (International Coach Federation). She teaches Intercultural Communication in Law and Intercultural Communication and Management at ISIT, at Institut Catholique de Paris (ICP) and at Université de Savoie-Mont Blanc.

About Catherine Roignan: Catherine is a French intercultural trainer and consultant. As a sociologist she has been in charge for several years of analyzing a yearly qualitative and quantitative survey about the French, the Germans and the British. She has lived and worked in France, Germany, Britain, Senegal and Morocco. She intervenes for corporate companies as well as for governmental organizations and NGOs, mostly about diversity issues, intercultural teams and international projects.

She co-authored the method Cultural Detective® Morocco and the learning games diversophy® Maroc and Nouveaux Repères® (New Anchors) to support better understanding of French codes and values to migrant newcomers. She holds a diploma from the Institut d’Etudes Politiques de Paris, Master’s degrees from the Free University of Berlin, and the School of Oriental and African Studies (SOAS), University of London. She teaches intercultural management at the University of Paris Sorbonne Nouvelle and at the Euro-Mediterranean University of Fez, Morocco.

TRACK 2 | Socio-political Concerns – Promoting unity in diverse societies

Friday, 31st of May 2019

Interculturalists rise! Look around.

What are we doing?

Vignac, Linda

Intercultural Approach for Health Professionals” and “Intercultural Perceptions of Handicap” and a 2-day module on “Digital Culture”.

Workshop - Room 7 | 16.30-18.00

Abstract: In a time when things that were once thought unspeakable are not just being said aloud but are being bellowed and broadcast far and wide by world leaders, it is time for Interculturalists to ask themselves some hard questions. It certainly seems that our voices are not being heard – that our efforts are to no avail. What are we doing? What should we be doing?

Are we ready to look into ourselves, confront our demons, question our actions and face the hard truths of the world today? Are we ready to step outside our own comfort zone in order to admit the reality of what we don't want to believe exists?

This workshop suggests that now more than ever, we need to “own up” to complacency as the enemy within. We need to rise to the challenge presented by the current return to populist, isolationist, xenophobic, racist... thought. It intends to ask participants to question themselves and their approaches but more importantly to share stories, to learn from each other and to work together to find ways to make a difference and turn around the current trend. For example: How can the fear of difference and the insecurity that accompanies it be turned into acceptance and appreciation? Or What can we do when faced with racism and xenophobia?

The workshop will be an open forum where participants are invited to share their preoccupations and challenges. The hope is that everyone will come away with ideas to really put into practice.

About Linda Vignac: Member of the Board of SIETAR France and SIETAR Europa, Linda Vignac, is a Franco-American pedagogue, teacher trainer and facilitator. She has lived and worked in France for more than 30 years and has been creating training activities and programs for over 26 years.

As Pedagogical Director in a Paris-based Corporate Training Company, she designed and delivered programs for staff from such firms as Alcatel, Aventis, L'Oréal, GDF-Suez, Orange, Total... She is the author of several articles and has co-authored a book.

Today, she creates and facilitates intercultural communication workshops and seminars in English and French not only for businesses from a wide variety of sectors but also for educational institutions such as the University Paris 8, ENASS/IFPASS and SKEMA. She has created modules on “An

TRACK 2 | Socio-political Concerns – Promoting unity in diverse societies

Saturday, 1st of June 2019

Building our Future of Hope (and long life) with the Japanese Tool of Ikigai

Shinomiya, Sue

Workshop - Room 2 | 10.30-11.30

Abstract: What is it that gets you out of bed in the morning, and then keeps you going? Ikigai is a Japanese concept that roughly translates as “having value in living every day”. In the past few years, the concept has flown out of Japan, making the rounds around the world in self-help, popular psychology and life-coaching circles, mostly by “experts” who seem unconcerned about honoring its cultural context. One article headline asks: “Could this Japanese concept be the secret to a long, happy meaningful life?”

As a suspicious interculturalist and Japanese culture expert, session facilitator Sue Shinomiya began her own journey to determine whether this was just another “trendy Japanese fad,” like Kombucha or Zen, or potentially a powerful meaning-finding tool of visual self-discovery. Sue has facilitated Ikigai sessions in a range of contexts: from coaching to classroom to global webinars. In this session, the facilitator will set the stage by providing the Japanese cultural context for Ikigai. She will also introduce longitudinal research on the correlation between having an Ikigai or “purpose” and longevity. Participants will be guided through a series of self-reflection and mindfulness exercises – uncovering our personal reflections on “who we are and what we love”. Can Ikigai, a concept with non-western origins, be used globally to help people and teams bridge differences and come to respect hidden strengths and meaningful passions? Find out about living your life with renewed purpose by finding your Ikigai.

About Ms. Sue Shinomiya: Sue Shinomiya (USA), MBA, of Global Business Passport / Connectedness of Portland, USA, empowers professionals to connect, lead and succeed across cultures and differences, in an increasingly global, diverse and complex world of work. She is an internationally recognized expert and published author on Japanese culture and business. With nearly 30 years of international business experience, she has spent ten years in Asia and counting, six of them as an embedded consultant on-site at Intel Japan, managing a business and intercultural competency program. In addition to Intel, her clients have included Disney, KPMG, Toyota, Daimler, Mitsubishi, Nike, Fujitsu, HP, Epson, Micron, Starbucks and Siemens.

Sue is an Adjunct Faculty Member of Portland State University’s Master of International Management program. She is also a corporate member of the Japan America Society of Oregon, and has served on the Board of Directors of the Society for Intercultural Education, Training and Research.

What Expats Can Do - Bringing Hope to the World

Landini, Claudia & van Houten, Bernadette

Workshop Room 2 | 12.00-13.30

Abstract: I believe expats accumulate a wealth of resources during their time being in contact with diverse cultures, many of which are not sufficiently exploited.

These resources include a broader view of the world in its myriad facets, deeper empathy towards those who are different, as well as a set of skills that generally allow deeper understanding of a wide spectrum of situations – just to name a few.

During my presentation, I will invite you to take stock of these resources and to explore channels and strategies to use them at the service of communities at large.

Now more than ever the need for expatriates to share their experience of interacting with diversity becomes crucial. Impacting communities with the wealth of learning and skills they have garnered is not only a meaningful way to grow as human beings, but also – and foremost – a moral duty in these uncertain times of intolerance, border closures, and the building of walls.

In my presentation, I will focus on my own experiences from 30 years of life abroad within the framework of the Red Cross Movement, working as an intercultural trainer with countless expatriates from across the world, and on the “What Expats Can Do” project. Through these, I will invite you to explore possible strategies and effective tools to add moral and ethical value to the expatriates’ experience, while also providing the necessary means to positively and powerfully influence the communities we come into contact with.

About Claudia Landini: Claudia became a serial expat in 1989 when she followed her husband abroad in his work for the International Federation of Red Cross. She lived in Sudan, Angola, Guinea Bissau, Congo Brazzaville, Honduras, Peru, Jerusalem and Indonesia.

She is the founder of www.expatsclic.com, an international portal that provides support, contacts and information to expat women in all countries of the world, www.expattwomenatwork.com, a community for professional expat women, and www.whatexpatscando.com, a project to re-define the role of expats.

She has a post-degree with the University of Florence, Italy, in Cultural Education and Pluralism, and several certifications as intercultural trainer. She is also a certified

TRACK 2 | Socio-political Concerns – Promoting unity in diverse societies

Saturday, 1st of June 2019

cross-cultural and mobile careers coach.

Since 2007 she has been training newcomers on cross-cultural dynamics and local culture to the countries where she happened to live.

She speaks Italian, English, French, Spanish and German.

About Bernadette van Houten: Bernadette is the Director of Consultants Intercultural Communication in Amsterdam, teaches Cross-Cultural Management at Webster University in Leiden and online, is a coach and a workshop facilitator.

She has been teaching a graduate Cross-Cultural Management class for Webster University in Leiden since 1998, and online since 2008. She was an advisor for the Netherlands Management Cooperation Programme in Vietnam, Indonesia and Lithuania.

She has taught French, EAL and Special Needs in national and international schools, and was founder of the ECIS (European Council of International Schools) Cross-Cultural Committee.

She is a member of the International Academy of Intercultural Research and has consultancy status with The Council of Europe and ISS (International School Services).

She speaks English, Dutch, Spanish and French.

Wise Voices around the Campfire.

Meet Cross-Cultural Mentors!

Lewis, Richard; Imeland Gjesme, Marit

Workshop - Room 2 | 14.30-16.00

Abstract: SIETAR is the perfect setting to facilitate and extract learning from the experience, stories and reflections from some of our most outstanding role models, who strongly have defined how we work with cultures in our models and methods today. In this session we will revive the old habit of story-telling: We will facilitate «Campfire Sessions» with outstanding contributors within the intercultural field.

Marit Imeland Gjesme will introduce Richard Lewis, George Simons, Milton Bennett and Marie-Thérèse Claes and organize four imaginative campfires. You as a participant will have the opportunity to join two of them for two 45-minute sessions, and hereby get close to two of the sources on a more personal level. You are most welcome to ask questions. The four “campfire chiefs” will be prepared to share stories about their own defining moments, challenges and

development in their work and careers, learning and reflections, as well as advice and reflections on the future, and the value and role of interculturalism.

The campfire method always finds its own way and develops in the moment as a result of the interaction between the people present, the questions asked, the stories told - and along those lines, the discussions will flourish.

About:

Marit Imeland Gjesme, cross-cultural consultant and founder of CultureCatch, will facilitate the campfire session with the following story-telling mentors:

Richard D. Lewis, founder of Richard Lewis Communications, creator of “The Lewis Model” and author of several books, where many are awarded. He has for decades worked globally as a consultant and received the SIETAR Founders Award in 2015.

George F. Simons founder of George Simons International, global consultant, author and co-author of the Cultural Detective series, as well as creator and editor-in-chief of the award-winning diversophy® games for developing intercultural competence.

Milton J. Bennett, sociologist, author and professor in intercultural studies previously at Portland State University, now University of Milano Bicocca. The creator of the DMIS, the Developmental Model of Intercultural Sensitivity.

Marie-Thérèse Claes, professor of cross-cultural management at University of Louvain, and AIT in Thailand. She holds guest professorships at several other universities in Europe, Asia and US, and also consults in diversity management.

Women building bridges in the “Cold-War-II-Era”

Roettgers, Christina; Weber, Ulrike

Ted Style Talk - Room 7 | 14.30-15.00

Abstract: This TED style talk addresses the findings of a meeting with German and Russian women who aim to bridge differences. With a background both in academia and management, these women try to overcome the dividing forces in both countries. While their countries drift apart politically as well as economically and even impose sanctions on each other, women set an example how differences can be overcome. The presentation explores how gender plays an increasingly unifying role in societies, a

phenomenon which cannot only be witnessed in Germany and Russia but also in the US.

Participants of this session will be introduced to a best practice example of how women lead: e.g. how they initiate and foster dialogue, how they assume responsibility in various fields (social, economic and political) and lead courageously with very different backgrounds.

The shared goals and beliefs of these women are:

- to build bridges between their nations
- to promote exchange in order to learn from each other
- to discuss common challenges and responsibilities and promote diversity by focusing on similarities while acknowledging differences
- to find better solutions for the challenges in both society

This session will be co-presented by Ulrike Weber, Professor at International School of Management, Hamburg, and Christina Röttgers, Culture Expert, who played different roles in the meeting: Christina as organizer and facilitator, Ulrike as participant and speaker.

About Ulrike Weber: Ulrike is a professor of Human Resources and Organization at the International School of Management in Hamburg. She received her Ph.D. from Northwestern University, Evanston, IL, U.S.A. and has worked in multinational companies for 20 years before she returned to academia full-time. Her current work includes research on gender related topics as well as value-based leadership and the influence of digitalization on competencies. In addition, she is an ICF-certified coach and coaches multinational teams on various topics.

About Christina Röttgers: Christina is a specialist for developing cultural competences for organizations and managers. She consults the definition of company values and facilitates cultural processes in organizations. She coaches to lead multicultural teams as well as personal leadership. Since 1997, Christina is working internationally, so far in 25 countries, since 2004 with a focus on intercultural management. Christina is an associate partner of Hofstede Insights and Co-Active Coach, since summer 2018 she is co-leading the regional group of Sietar Rhein-Ruhr, Germany.

Looking in the Rear-view Mirror: Taking another look at broad cultural identity

Holm, Susan C.

Ted Style Talk - Room 7 | 15.00-15.30

Abstract: Current world events have presented us with seemingly new but possibly old and reoccurring challenges. These challenges have also spurred on a new wave of polarized ideology and expression - "Us vs. Them". In Germany, my country of residency, there a number of political parties and groups that boldly promote a political far-right platform. They express many shared values with statements such as, "Islam does not belong to the German culture." They also use the plural, "we", with no qualms about putting forth a description of broad culture - nation-state culture. They utilize a characterization of culture that interculturalists have set by the roadside in favour of individualisation. Is the intercultural field about to be pushed off the road by a concept that has been left behind?

Trends in intercultural position and training appear reactionary in light of this alarming development. Statements such as, "Cultures don't meet, individuals do", could be seen as an opposite polarization with no attempt to seek dialog or a way forward. Are we promoting a concept of diversity that is narrow and self-serving? The way forward might be found in actively taking back the field of broad culture identity, insisting that the description of broad culture be generated by substantiated scientific research and not by populist sentiment.

The presentation aims to create space for reflection and dialogue.

About Susan C. Holm: Growing up in three countries and two continents, Susan Holm has an expanded cultural identity. A wealth of life experience, along with living and working in Germany since 1992, have given her a special insight into the challenges of working in a foreign language and culture. Since 2013 she has been active as a university lecturer and trainer after earning a MA in Intercultural Competency.

How to be culturally agile communicating internationally?

Dzhashi, Marina

Ted Style Talk - Room 7 | 15.30-16.00

Abstract: In 2013 Russia launched Project 5-100 or the Russian Academic Excellence Project. Its aim is to improve

TRACK 2 | Socio-political Concerns – Promoting unity in diverse societies

Saturday, 1st of June 2019

Russia's international competitiveness in the field of education and research. 21 leading Russian universities involved in the project are receiving the state support in order to upgrade their research capacity, entrepreneurship, innovation and the infrastructure that would attract the best lecturers, students and researchers from all over the world.

This initiative signaled a massive change in the way communication had been done before.

The selected universities are working hard now to become global institutions of higher education which is not always proving to be easy as the old mono- culture communication style has to give way to a more multi-cultured and diversity oriented style of interaction between the academic staff and students, both domestic and international. The presentation will focus on what change the universities are having to undergo to shift from local to global in an attempt to attract foreign students and what yet has to be taken on board but needs some convincing as the old habits die hard.

About Marina Dzhashi: Marina is a cross-cultural consultant and coach, based in Moscow, Russia.

She's a host of a radio program that focuses on the issues of cross-cultural communication in business. Her guests are the leading members of business, academic and creative communities in Russia sharing their stories of international contacts and critical incidents with her in the studio. At different stages of her life Marina lived, worked and studied in such countries as the US, the UK, India and Japan.

Marina is often invited to speak at international events and has participated in two Sietar conferences so far.