

---

# ERIN MEYER

LONDON  
SPEAKER  
BUREAU

- **Professor at INSEAD; Expert in the field of cross-cultural management, intercultural negotiations, and multi-cultural leadership**



## Topics

- Business
- Leadership
- Management
- Motivation
- Motivational
- Society

In today's global business world, where teams are spread across the planet and most of our communication takes place virtually, how do we work effectively in the face of cross-cultural complexity? Erin Meyer, author of *The Culture Map*, explains how to dramatically increase business success by understanding—and making the best possible use of—cultural drivers.

Meyer is a professor at INSEAD, one of the world's leading international business schools. Her work focuses on how the world's most successful global leaders navigate the complexities of cultural differences in a multi-cultural environment.

Working in Africa, Europe, and the United States prompted Meyer's study of the communication patterns and business systems of different parts of the world. Her framework allows international executives to pinpoint their leadership preferences, and compare their methods to the management styles of other cultures.

She has taught thousands of executives from five continents to decode how cultural differences are impacting their work, and strategies for improving their international collaboration.

Meyer has published articles in *Harvard Business Review*, the *New York Times*, and has appeared on CNN. She was named on the Thinkers50 on-the-radar list as one of the top business thinkers of the year.

*The Culture Map: Breaking Through the Invisible Boundaries of Global Business* – As today's business world becomes ever-more global and virtual, executives and managers are expected to work harmoniously together with counterparts from a broad array of cultures and backgrounds, often without leaving their desks. But when you throw people together who come from starkly different backgrounds and cultures, the result can sometimes be disastrous. In this talk, Erin Meyer offers a highly practical and timely perspective on one of today's most pressing business issues: how do different cultures influence the way to do business when working globally? Even those who are culturally informed, travel extensively, and have lived abroad often have few strategies for dealing with the cross-cultural complexity that affects their team's day-to-day effectiveness. Meyer provides a new way forward with vital insights for working effectively and sensitively with one's counterparts in the new global marketplace. This talk will help you build a more cohesive and successful team: one that will work together to bridge gaps, transform differences into assets, and ultimately grow your business.

*info@londonspeakerbureau.my +603 2301 0988*