



CÓMO MEDIR LA COMPETENCIA INTERCULTURAL ANTES Y DESPUÉS DE LAS ASIGNACIONES INTERNACIONALES AUMENTA EL ROI

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WHY CULTURE MATTERS

"We don't see the world as it is, we see it
as we are"

Anais Nin

¿QUÉ ES LA COMPETENCIA INTERCULTURAL?

CULTURAL SELF_AWARENESS

+

UNDERSTANDING OTHER CULTURAL PERSPECTIVES

+

DEVELOP SKILLS AND ATTITUDES



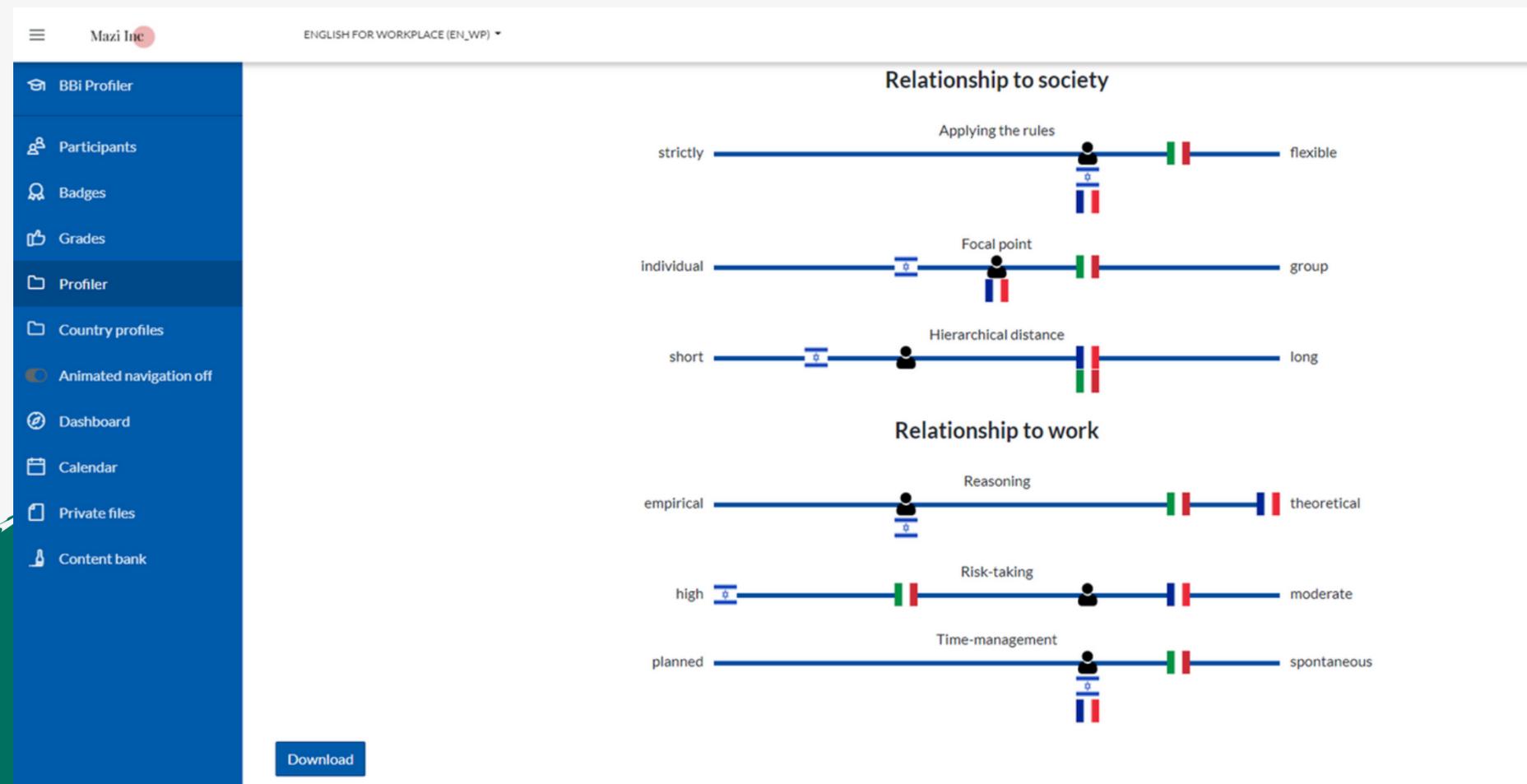
BENEFICIOS DE INVERTIR EN EL DESARROLLO DE **COMPETENCIA** **INTERCULTURAL**



**Cultural
Diversity
at
Work**

- Maximiza el potencial de los equipos multiculturales
- Desarrolla un liderazgo ágil e inclusivo en un mundo complejo
- Crea mayor compromiso, atracción y retención del talento
- Aumenta la creatividad, innovación y resolución de problemas
- Ayuda a ser una organización con buena reputación, inclusiva y socialmente responsable
- Fortalece las fusiones, adquisiciones y las joint-ventures
- Incrementa el profit y ayuda a expandir mercados
- Mejora el éxito y el ROI de las expatriaciones

MEDIMOS EL PERFIL CULTURAL



- Perfil cultural de toda la empresa
- Perfil cultural individual para comparar con países
- Perfil cultural de países
- y más

MEDIMOS LA COMPETENCIA INTERCULTURAL

11.

When I come in contact with people from a different culture, I find I can change my behavior to adapt to theirs.

disagree disagree somewhat more than agree disagree some and agree some agree somewhat more than disagree agree

12.

I use different cultural criteria for interpreting and evaluating situations.

disagree disagree somewhat more than agree disagree some and agree some agree somewhat more than disagree agree

13.

While I see myself as a member of my own culture, when I am in one or more other cultures, I find myself thinking like a member of that group.

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- Measures mindset and skillset (Individual or Group/Company)
- Allows individuals and groups to focus on increasing their intercultural competence
- Produces a customized, Intercultural Development Plan (IDP) for each individual

¿POR QUÉ MEDIR?

- Permite elegir el perfil adecuado
- Permite prepararlo adecuadamente para la expatriación
- Permite medir y aprovechar el impacto de la experiencia internacional
- Permite acompañarlo en la repatriación

En definitiva medir el **ROI** de la expatriación

OUR SOLUTIONS



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