



CROSS-CULTURAL MANAGEMENT AND DIGITAL TRANSFORMATION



PROGRAM

DAY 1: INTRODUCTION & FOUNDATIONS

9:30–11:00 – Program Welcome & Introduction to CCM

Overview of the 10-day program, objectives, and participant expectations.

11:15–13:00 – Introduction to Digital Transformation & Its Cultural Impact

You will explore the fundamentals of digital transformation, and how technology changes

13:00–14:00 – Lunch

14:00–15:30 – Self-Assessment: Cultural Intelligence (CQ)

You will get a Cultural Intelligence self-assessment

15:45–17:00 – Case Study: Global Tech Company’s Culture Clash

You will analyze a real-world example of a company facing both digital and cultural disruptions.

DAY 2: UNDERSTANDING CULTURAL MODELS

9:30–11:00 – Hofstede, Trompenaars & GLOBE Cultural Frameworks

Deep dive into major cultural theories—Hofstede’s dimensions, Trompenaars' cultural dilemmas, and the GLOBE study.

11:15–13:00 – Cultural Comparison: East vs. West, North vs. South

You will explore regional contrasts in communication, leadership, and decision-making across different cultures.

13:00–14:00 – Lunch

14:00–15:30 – Interactive Exercise: Mapping Your Cultural Profile

Teams create and present cultural profiles of their home or chosen countries, identifying key traits using learned models.

15:45–17:00 – Group Presentations & Comparative Analysis

DAY 3: DIGITAL TRANSFORMATION IN ACTION

9:30–11:00 – The Digital Landscape: Key Concepts and Drivers

Introduction to digital transformation strategies

11:15–13:00 – Workshop: Mapping a Digital Transformation Journey

You will design a high-level transformation plan for a fictional or real organization.

13:00–14:00 – Lunch

14:00–17:00 – Guest Speaker: DT Expert from a Czech Organization

You will hear firsthand about leading transformation across borders

DAY 4: COMMUNICATION IN THE DIGITAL-CULTURAL SPACE

9:30–11:00 – Cross-Cultural Communication Styles

You will learn how communication styles vary across cultures and impact interactions.

11:15–13:00 – Virtual Communication Challenges in Global Teams

Barriers like time zones, language nuances, and technological fluency

13:00–14:00 – Lunch

14:00–15:30 – Simulation: Remote Team Management Exercise

Role-play scenario involving a virtual multicultural team with collaboration issues.

15:45–17:00 – Reflection: What Makes Communication Work Across Cultures?

Facilitated discussion based on the simulation, linking theory and practice.

DAY 5: LEADERSHIP & CHANGE ACROSS CULTURES

9:30–11:00 – Leading Through Cultural Complexity

What "good leadership" looks like around the world.

11:15–13:00 – Leading Digital Transformation with Empathy & Vision

Traits and practices of successful digital change agents in diverse environments.

13:00–14:00 – Lunch

14:00–15:30 – Cultural Influences on Leadership Styles

Compare authoritative vs. participative leadership, power distance, and decision-making across borders.

15:45–17:00 – Role Play: Cross-Cultural Leadership in a Crisis

DAY 6: ETHICS, TRUST & CONFLICT IN A GLOBAL DIGITAL WORLD

9:30–11:00 – Building Trust in Cross-Cultural, Virtual Settings

You will explore how trust is formed differently across cultures, and the challenge of building it virtually.

11:15–13:00 – Digital Ethics: Data Privacy, AI Bias & Cross-Border Standards

You will discuss ethical dilemmas in digital environments.

13:00–14:00 – Lunch

14:00–15:30 – Case Study: Cross-Cultural Ethical Dilemma in a Tech Firm

15:45–17:00 – Conflict Management Strategies

DAY 7: INNOVATION & AGILITY IN DIVERSE TEAMS

9:30–11:00 – Cultivating Innovation in Cross-Cultural Teams

You will explore how diversity drives creativity

11:15–13:00 – Organizational Agility in the Face of Global Change

Agile practices and how they are adapted or resisted across different cultural environments.

13:00–14:00 – Lunch

14:00–15:30 – Workshop: Co-Creation Across Cultures

15:45–17:00 – Group Pitch: Sell Your Cross-Cultural Innovation

DAY 8: STRATEGY & GLOBAL INTEGRATION

9:30–11:00 – Developing Global Strategy in a Digital Age

Strategic frameworks for global expansion and transformation; aligning culture and tech.

11:15–13:00 – Standardization vs. Localization in DT

Debate whether companies should unify digital systems or tailor them per culture/region.

13:00–14:00 – Lunch

14:00–15:30 – Case Study: Digital Strategy in a Global Retail Company

15:45–17:00 – Group Debate: One Global Strategy or Many Local Ones?

DAY 9: APPLICATION & REAL-WORLD INTEGRATION

9:30–11:00 – Final Group Project Briefing & Team Assignments

Teams will choose a real or fictional company to apply all learnings.

11:15–13:00 – Work Session: Strategic Plan + Cultural Integration Strategy

Problem definition, goals, cultural considerations, tech roadmap.

13:00–14:00 – Lunch

14:00–15:30 – Instructor Coaching: Peer Feedback & Iteration

Refine ideas, test assumptions, adjust approach.

15:45–17:00 – Team Refinement & Presentation Rehearsal

Finalize slide decks, align roles, and practice delivery.

DAY 10: PRESENTATION & CLOSING

9:30–13:00 – Final Presentations

Teams present their transformation strategies with cross-cultural integration—feedback from panel, followed by audience Q&A.

13:00–14:00 – Lunch

14:00–16:00 – Reflections & Lessons Learned

Open reflection circle: What changed your perspective? What will you take back to your workplace?

16:15–17:00 – Certification Ceremony & Farewell