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CLOSING THE GAP BETWEEN CORPORATE AND NATIONAL CULTURE

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Over the years Companies have consistently ignored national cultures and pushed the corporate one. The results can be bizarre at worst or more commonly less than dynamic. It takes skill, dedication and belief to harness the potential of international diversity.

This session covers EAST's approach to helping companies tap this resource. A mixture of workshop and experiential methods are used, with the emphasis providing virtual reality. Human resource specialists will be interested in the balance between acquiring new knowledge and practicing new skill, together with the conversion of learning to the workplace. ABSEL members, particularly providers, will be interested in the range of experiential techniques.

Company Profile

EAST is an Management and Organizational Development Consultancy specializing in the human aspects of business enterprise

It favors an experiential approach to developing solutions that become the client's own, rather than being cut and dried consultant answers.

EAST is comprised of a team of specialists in organizational, managerial and behavioral aspects of business. It has no standard solutions to be applied to client's unique problems. Rather it works with them in developing the strands of a strategy that will meet their needs.

John O. Campbell Managing Director of EAST has an M. Phil in Executive Stress at Mid Career, member of the Institute of Training and Development, member of the Institute of Management Services and member of the Associated Chartered Institute of Secretaries and Administrators.

John has run EAST for seven years after working over 20 years for the brewing industry, where for eight years he was a divisional director for a national brewer.