



## WORLD CAFÉ SUMMARY: **Lucy Voss-Price, University of Pretoria**

Lucy shared the details of a successful custom program designed to integrate 25 new managers across an organization moving into emerging markets. She discussed the intersection of leadership and culture, and the importance of integrating three layers of cultural identity (personal, organizational, “new” national) when moving into a leadership role in a new country.

The program design touched on a theoretical framework, immersions (a lived experience in context) and cultural integration through facilitated reflection. So far, the immersion activities are proving to be the most powerful. While the integration piece needs to be thorough and well integrated. The program is about mid-way through. Lucy promises a thorough debrief of how participants are faring at next year’s conference.

UNICON Directors’ Conference 2013, Cranfield School of Management

