



POTENTIALSQUARED

4 CONVERSATIONS For Engagement and High Performance

Global Conversations for Effective Leadership

19th February 2014 / 8am – 10am

Paragon Culture and Conference, 22-26 Bonham Street, Hong Kong Island

For our first conversation, we are delighted to welcome our partner (and expert in the field of global effectiveness) Michael Landers, of Culture Crossing. Michael will share what top-tier global companies, as well as leading Silicon Valley start-ups, are doing to build, grow and sustain their employees' global effectiveness for high performance.

You will leave our event:

- With an understanding of how cultural programming shapes personal values
- Having explored the dynamics of cross-cultural effectiveness within multi-cultural organisations
- Having taken part in a discussion about a structured approach to improve global effectiveness as it relates to building trust, forging relationships, problem solving, decision making, and establishing credibility
- With connections to like-minded peers

To book your place at this event, click [here](#) to reserve your seat



Michael Landers is the founder of Culture Crossing, LLC, a global consulting organisation dedicated to finding innovative solutions for groups and individuals working in challenging global conditions. Michael's work focuses on providing clients with the necessary tools to help them achieve their goals, overcome obstacles and navigate the complexities of global business with savvy and style.

For the past 15 years, Michael has conducted business in over 30 countries, including building and growing a consultancy business in Japan, staffing a global advertising conglomerate throughout Europe and leading business development initiatives in Latin America. These experiences have left him with a strong understanding of the pitfalls and challenges business professionals may face while working with the global community. Clients include Apple, Google, Yahoo!, Fiat Worldwide, Roche, Novartis, Samsung, and Hitachi.