

Inside Innovation: Managing Cultural Diversity in Cross-Functional Teams

If you want to succeed, double your failure rate!

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First presented in Mainz, at the 8th ECCI, European Conference on Cross-Cultural Innovation Sep 3-6, 2003. This presentation has been ranked 5 out of 60 international presentations.

The Purpose

- ✦ Get a grip on diversity and define the benefits
- ✦ Look at the downside
- ✦ Learn from a range of examples what transformational role diversity plays in cross-functional teams
- ✦ Get an idea of how a cross-functional innovation process should be designed in order to reach maximum results

High Performance needs...



What does diversity tell us
about useful contexts?

Summary: The Key-Findings

- ✦ Do not suppose to steer through a linear development process but rather look for a certain bandwidth
- ✦ Expect turns and twists in your groups performance
- ✦ Learn to let go as the team matures
- ✦ Do not expect happiness (or depression) but be aware of the emotional tide in the process

The full presentation format in pdf can
be obtained from the author for 45€
+VAT

Just mail to ccstudy@creaktiv.org

A white paper based on the contents
will be made available in October
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