

Erin Meyer

INSEAD's Expert in Cross-Cultural Management

"A leading expert on the globalisation of the workforce"

Erin Meyer is a professor at INSEAD, one of the leading international business schools. Erin's work focuses on how the world's most successful leaders navigate the complexities of cultural differences in a multicultural environment.

TOPICS:

- The Culture Map; The Future of Management
- Conducting Business Across Cultures
- Cross Cultural Communication
- Leading Across Cultures
- Leading Multi-cultural Teams in a Virtual World
- Developing your Organisation Culture
- Building a Culture of Innovation, Speed and Flexibility
- No Rules Rules: Developing a Culture of Reinvention
- Lead, Negotiate and Get Things Done Across the World

LANGUAGES:

She presents in English.

PUBLICATIONS:

2023	The Missing Clock
2020	No Rules Rules: Netflix and the Culture of Reinvention
2014	The Culture Map: Breaking Through the Invisible Boundaries of Global Business

IN DETAIL:

Erin has developed the Culture Map through her study of communication patterns and business systems of different parts of the world. It is a framework which allows international executives to pinpoint their leadership preferences and compare their methods to the management styles of other cultures. Her methods have impacted the success of executives to work more effectively across these differences. Her work has appeared in Harvard Business Review, The New York Times, and Forbes. In 2021, Erin was selected by the Thinkers50 as one of the fifty most influential business thinkers in the world.

WHAT SHE OFFERS YOU:

Erin supports companies to develop organisational cultures that breed both flexibility and innovation and proposes cohesive strategies to improve the effectiveness of projects that bridge multiple cultures.

HOW SHE PRESENTS:

Charismatic, savvy, and whip-smart, Erin's talks teach us the secret to effectively working together in a global marketplace.

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