

## Joshua Lee



**Topic: "Re-thinking Culture in the globalized workspace."**

"We see the world, not as what it is, but as who we are." – Stephen R Covey

Inter Cultural competencies and intelligence has begun to take center stage in the landscape of training and development today. Almost every organization with a global outlook has some form of cultural trainings available for their staff. Just how then can we explain away the facts that:

Up to 50% of all expatriates international assignments end prematurely, costing US organizations between \$250,000 and 1.2 million each time. About 80% of all international ventures fail due to cross cultural issues. An approximate 40% of multinational teams fail to attain their objectives.

Clearly, a set of Do(s) and Don't(s) is not sufficient for managers before they take on a venture into a different cultural environment whether it is an overseas posting or a project involving multi nationals. Defining culture using nationality, ethnicity or geopolitical dynamics may no longer be sufficient for the 21st century worker. Research has pointed out to the fact that culture will make more sense/cents if it is defined at the personal level. Walk through this evening with a new lens and perspective of re-looking at culture at the personal level and its impacts on the ever globalized workplace.



### **About Joshua Lee.**

A keen student of culture for business and education, Joshua Lee is currently the Director of Business Development for Gates Global, a Training and Consultancy outfit that utilises Inter Cultural Competency as its core framework. Having spent 10 years as a military officer and youth work, he is experienced in training, counseling, strategic and crisis communications. Joshua has since been involved in advising business start ups in their corporate culture, communication, team building and sales training. Joshua holds a Second Upper Honours in Social Sciences and has a bachelor in Sociology from the National University of Singapore.