

Inside Innovation: Managing Cultural Diversity in Cross-Functional Teams

If you want to succeed, double your failure rate!

Presenter: Frank-Lothar Köpcke, Principal

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 2004.



An international service provider fit to develop and implement novel approaches to innovation management and change

Principal: Frank-Lothar Köpcke

Call +49 (0)911 54 18 15 for more information or send an email to innovation@creaktiv.org