

EXAMPLES FOR THE TRAINER

An international corporation with a financial profile. Global finance, settlements for international companies scattered around the world. A company seen as an institution that organises interdependencies between people located in more than one country through employment.

Professional relations with foreigners in a multicultural environment and their global dispersion mean that corporations must take multicultural factors into account. In their activities, they must take into account the expectations and behaviour of stakeholders from different countries and, as a result, cultures.

This multiculturalism is visible in the national composition of employees, origin of contractors, negotiations with representatives of other countries. It concerns interactions between stakeholders, representatives of different cultures. It is a demographic feature of corporate employees and, at the same time, a unique feature of a company that employs multinational staff and operates in various markets. Thus, a multinational enterprise is a large-cultural organisation in which "there is more than one national culture represented by its employees, affecting the diversity of their worldview, lifestyle, mental models, social skills or language, and manifesting itself in the behaviour of its stakeholders".



EXAMPLES FOR THE TRAINER

Operating on many markets and in many cultures, corporations create their own specific work environment, in which the global work culture plays an important role.

It manifests itself in the system of values, standards of behaviour and principles that are shared by employees, regardless of their national origin. It binds the multicultural staff. It allows to create the global identity of the staff, the feeling that they belong to a specific group of employees, separate from the one functioning on the local labour market, from which different qualifications are required, very competitive and active.

The global work culture makes it easier for employees to adapt to a multicultural work environment, which, in addition to the already mentioned features of global dispersion and multiculturalism, is also highly competitive, dynamic and uncertain. In a given financial corporation, the most global values of work culture are customer orientation, competitiveness and cultural differences. In this organisation, it is extremely important to respect diversity, as evidenced by various awareness-raising activities, e.g., at the corporate headquarters, organisational culture values, such as diversity, are strongly emphasized at every step (e.g. in the form of posters in the corridors, stickers on the floor in the elevator with two faces of people of different skin colours, saying: "You're standing on diversity").

