

CASE STUDY 1

When recruiting flight attendants and pilots for Qatar Airlines, I had to make sure they could handle life in the Persian Gulf. Many aspects of everyday life are radically different than in their own country, starting with the weather and ending with societal norms. The lack of the ability to adapt to the reality in another country and to cooperate with representatives of other cultures often jeopardises a person's career in prestigious airlines.

Karl Magnus Ollson, the founder of the Dubai version of Uber, talked about his experiences during a meeting devoted to leadership in Dubai. As a Swede from an individualistic culture, where self-reliance and independence in action are promoted, he was very surprised when he introduced the Swedish system of work and management of a group of employees from Pakistan, where individualism in action is not well perceived. By assigning the task to his Pakistani employees, he gave them complete freedom, expecting them to be independent and creative. Pakistanis, who are used to high hierarchy and receiving specific orders, were confused, frustrated and the situation turned into chaos.

Forbes magazine published an article presenting the 10 most desirable competences on the labour market in 2015 according to Hays Poland. In the first place was the ability to work in a multicultural environment.

