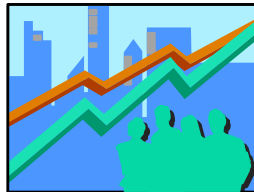


Motivating a Multicultural Workforce



Jinsoo Terry
Advanced Global Connections



Agenda

- ▶ Background
- ▶ Summary
- ▶ Examples
- ▶ About us



Why motivating a Multicultural work force is necessary?

- ▶ Semiconductor industry
 - Chip design: USA
 - Foundry
 - ◆ Taiwan, Korea, Singapore, Malaysia
 - Product design: USA
 - Manufacturing
 - ◆ China
 - Customers
 - ◆ Worldwide



Why motivating a Multicultural work force is necessary?

- ▶ Automobile industry
 - Toyota becoming the largest auto company
 - General Motors and Ford downsizing
- ▶ Reason:
 - Toyota is better team collaboration



Why motivating a Multicultural work force is necessary?

- ▶ Software industry
- ▶ Outsourcing market
 - India \$__ billion
 - China \$__ billion
 - Poland, Russia, ...
- ▶ IBM plans to hire 30,000 new employees in India



Critical factors

- 💡 Understand cultural communication differences
- 💡 Develop trust and team collaboration
- 💡 Train team members to make sound decisions



Cultural Differences

- ▶ Example:
 - How to peel an apple?



Cultural Differences

- ▶ Case Study 1
 - Problem: People dislike each other
 - Result: they cannot communicate



Solution

- ▶ Facilitate communication with daily meeting
- ▶ Establish common shared goals
- ▶ Offer incentives for collaboration



Cultural Differences

- ▶ Case study 2
 - We don't understand you
- ▶ Case study 3
 - Conflict avoidance
- ▶ Case study 4
 - Not telling the truth, not straight forward, indirect communication, not trusting



Cultural Differences

- ▶ Case study 5
 - Ignoring people who have information
 - Not listening well



Solutions

- ▶ Build company culture to overcome cultural and language differences of the workforce
 - Increase communication
 - Create fun environment
 - Social gathering
 - Help find common interests
 - Help overlook cultural differences

