

# LEADERSHIP IN A MULTICULTURAL WORLD

PRADEEP ANAND

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# Agenda

- Introduction
- The Emerging Multicultural Business World
- Leadership in a Multicultural World



**WORLD'S MOST INFLUENTIAL HEADHUNTERS** January 10, 2008, 2:25PM EST

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## David Preng

President, Preng & Associates

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**Advice:** Become global.

**Qualities sought in emerging leaders:** People with vision and those who can articulate this into a working, motivating plan.

**Sector specialization:** Energy -- total value chain (from the well head to the wall socket)

**Job function specialization:** Board members, C-suite, executives, directors, managers, specialists, senior staff

**Geographical Focus:** Global

### RELATED ITEMS

[The full list: The World's Most Influential Headhunters](#)



### STORY TOOLS

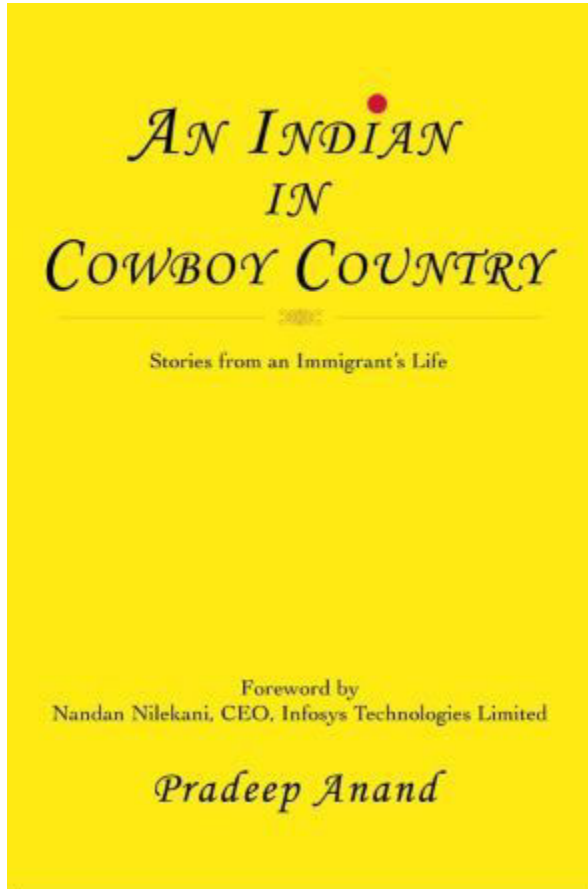
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# About Pradeep Anand

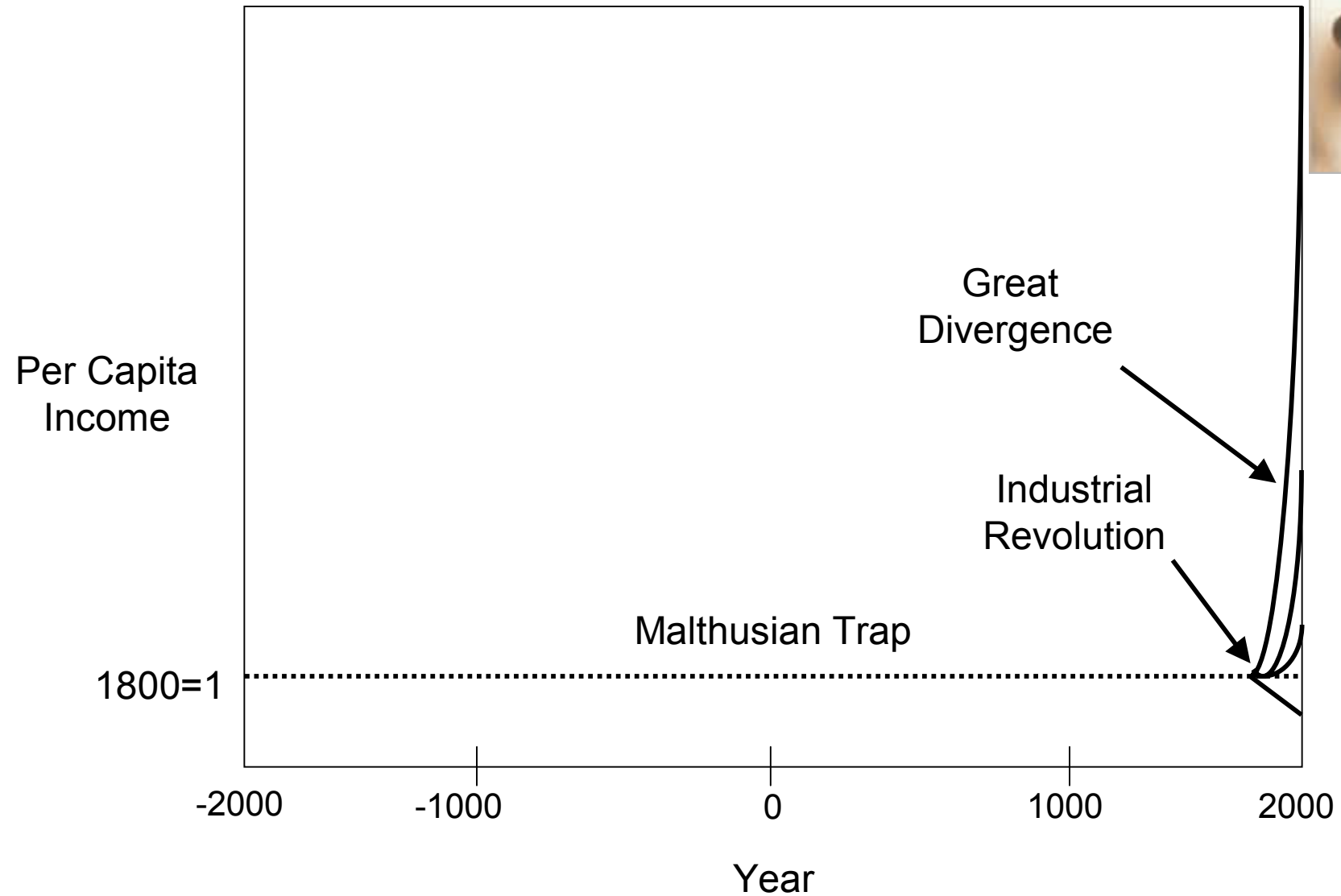
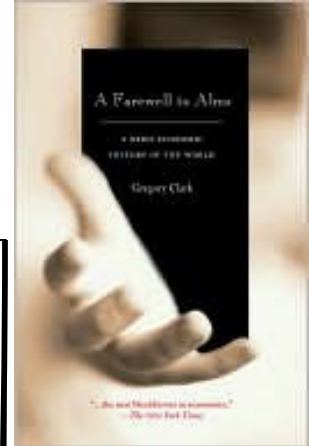
- Manage global executive searches within the E & P and oilfield services sectors of the energy industry.
- More than 25 years of marketing & business strategy experience in the energy, technology and engineering fields.
- President and CEO of Seeta Resources, LLC, a marketing consulting practice established in 1994.
- Vice President of Marketing at Landmark Graphics, a Houston-based oil & gas software company and division of Halliburton.
- Manager of North American Operations at a division of Baker Hughes
- First Marketing and Business Development Manager for LWD/MWD at Sperry-Sun, another Halliburton-owned company.
- Frequent speaker at business conferences and corporations
- Authored numerous articles published in leading industry magazines and journals.
- MBA from the University of Houston
- BS degree in Metallurgical Engineering from the Indian Institute of Technology (IIT), Bombay, India. In 2001, received a Distinguished Service Award from IIT Bombay

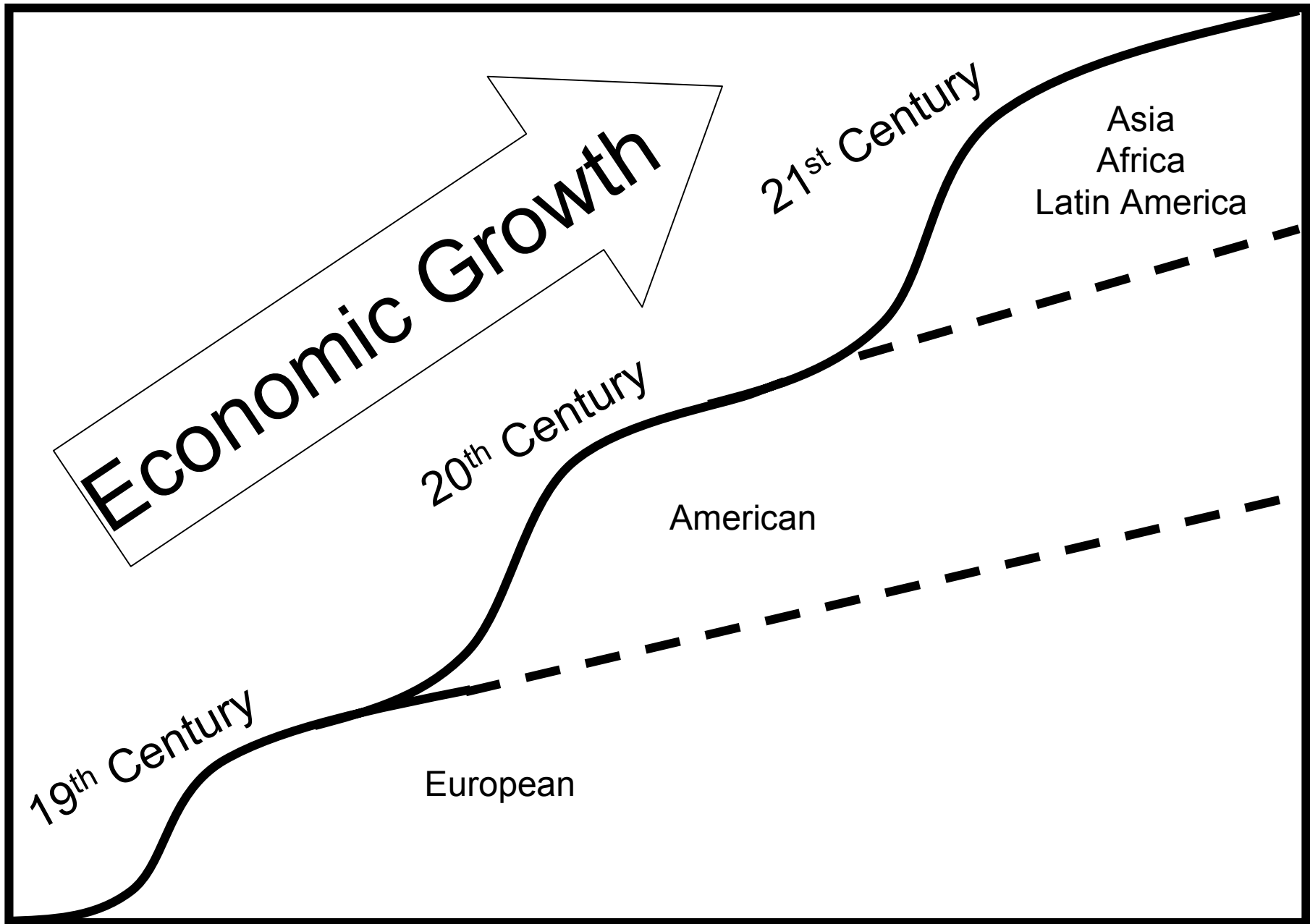


“An Indian in Cowboy Country by Pradeep Anand is more than a fictional tale of an India-born engineer who overcomes cultural differences to succeed in Houston's energy industry. It shares the challenges anyone might experience during 20 or more years in business and looks at important lessons learned along the way.” – David Preng

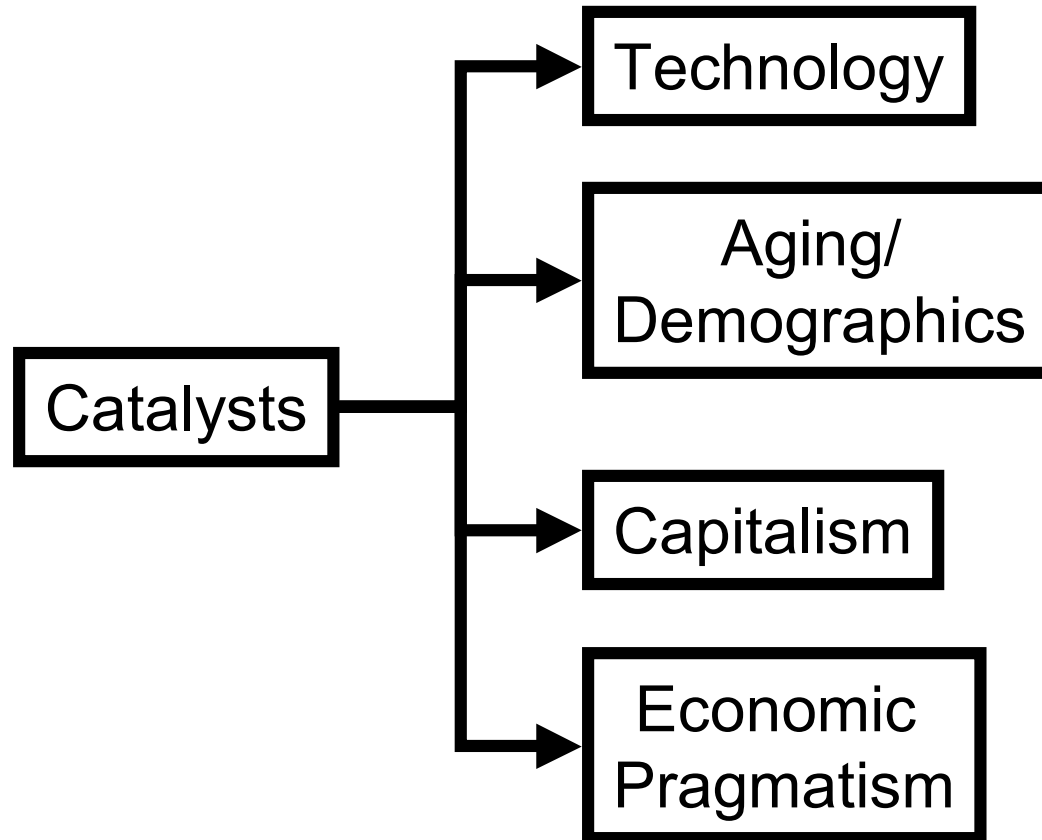
# The Emerging Multicultural Business World

# History of the Global Economy

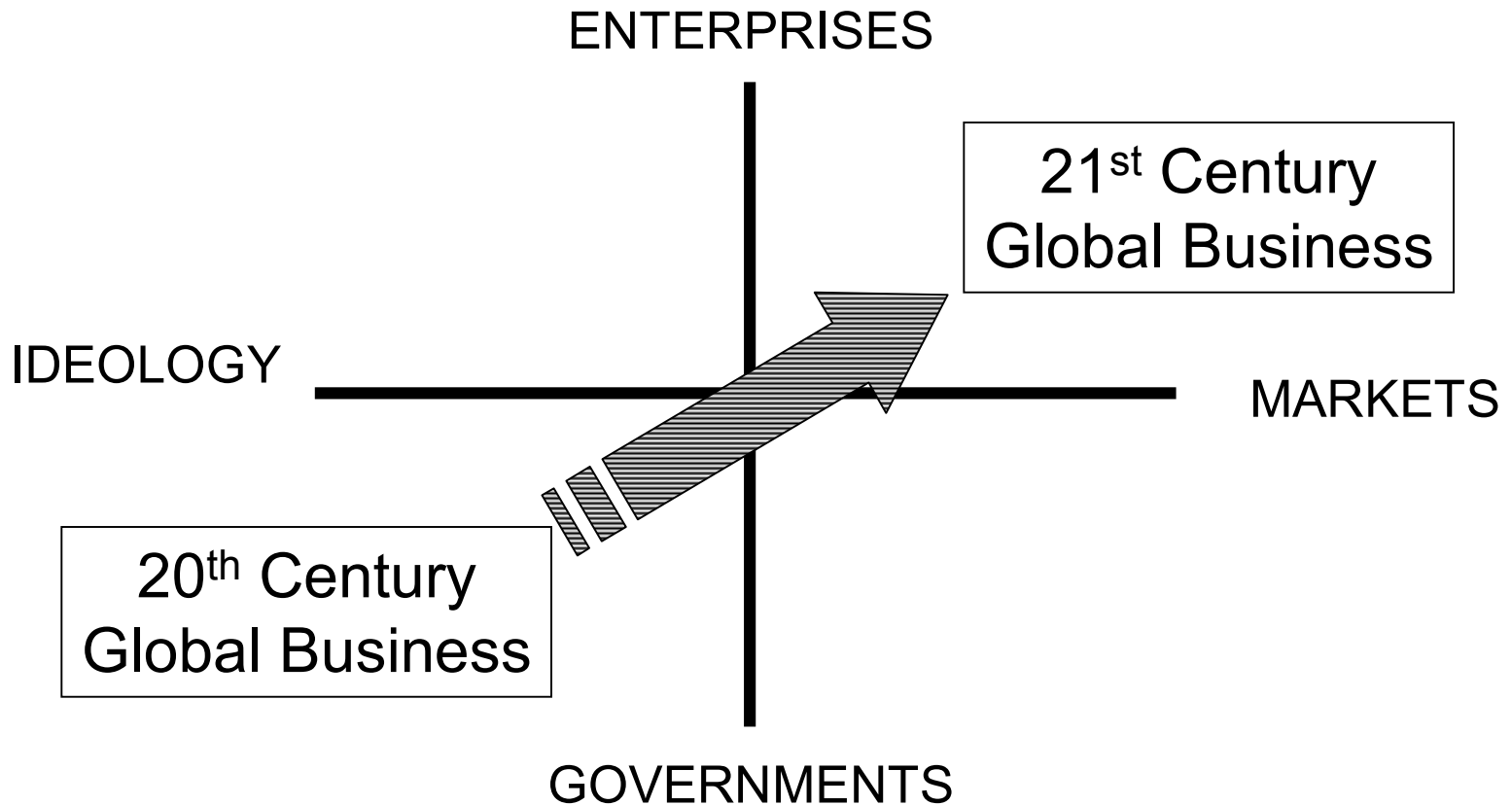




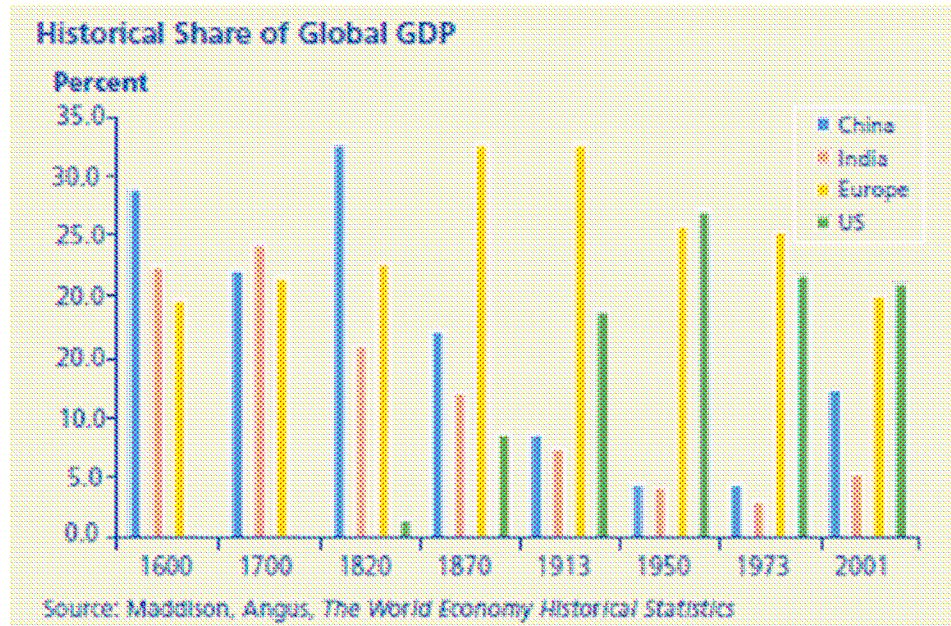
# Catalysts for Accelerating Growth



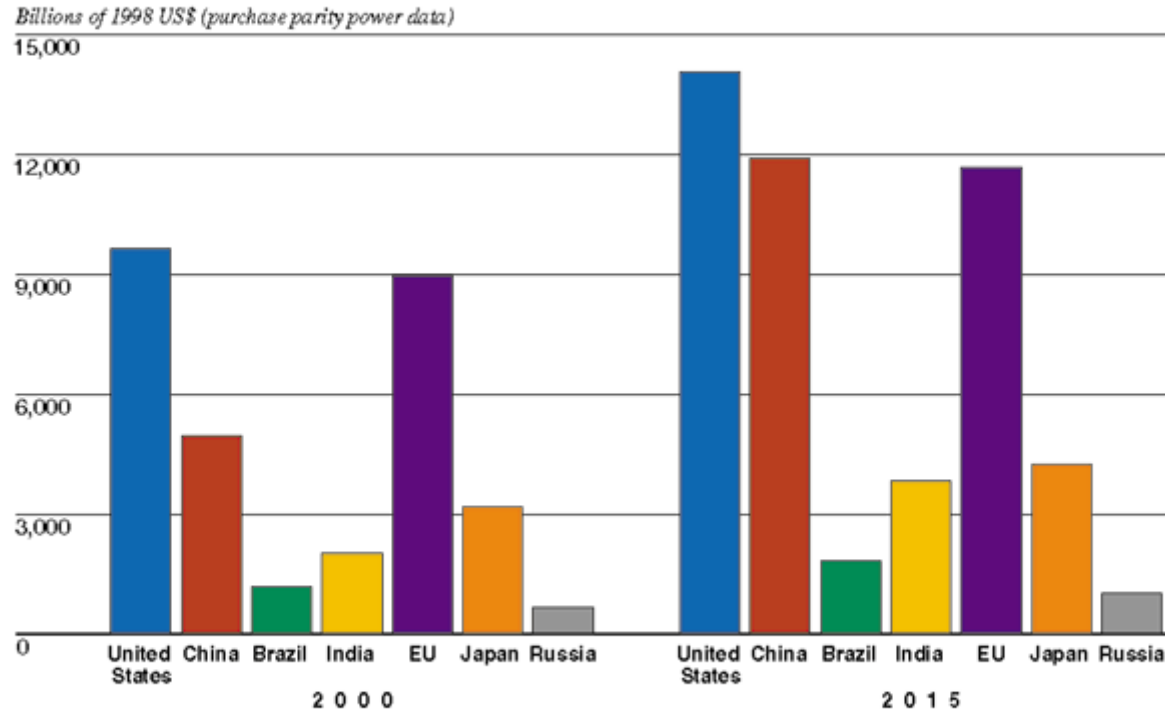
# Catalysts for Accelerating Growth



# Economic History



## GDP by Major Countries and the EU: 2000 and 2015



Source: CIA's Long-Term Growth Model.

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## Moreover...

- According to the U.S. Census Bureau, by 2010 one-third of U.S. residents will trace their descents to Africa, Asia, the Hispanic world, the Pacific Islands, or the Middle East.
- Firms will have multicultural customers and multicultural employees

*Culturally inclusive leadership will be one of the most important transitions in the new globalized world*

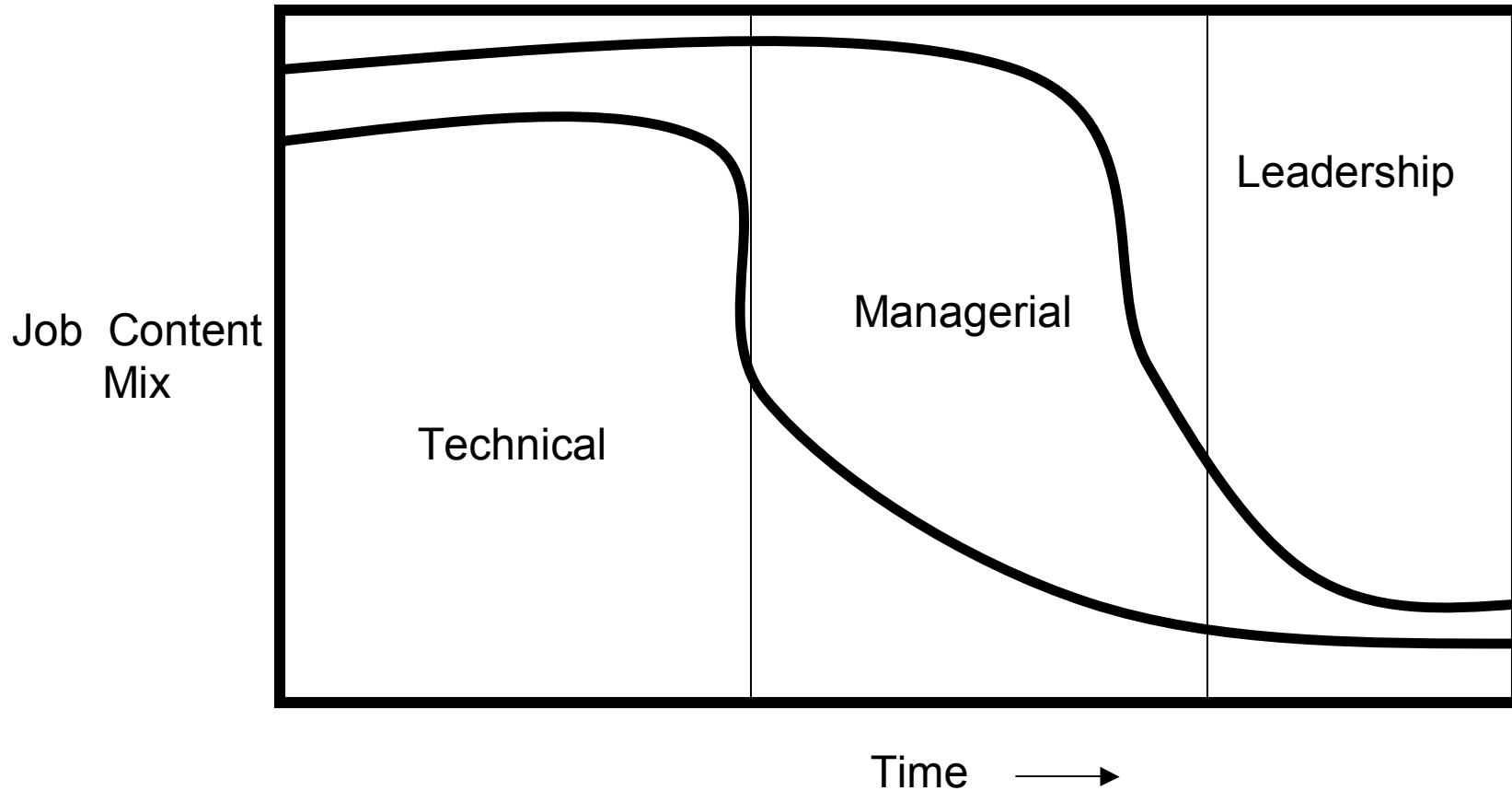
# Leadership in a Multicultural World

# Leadership

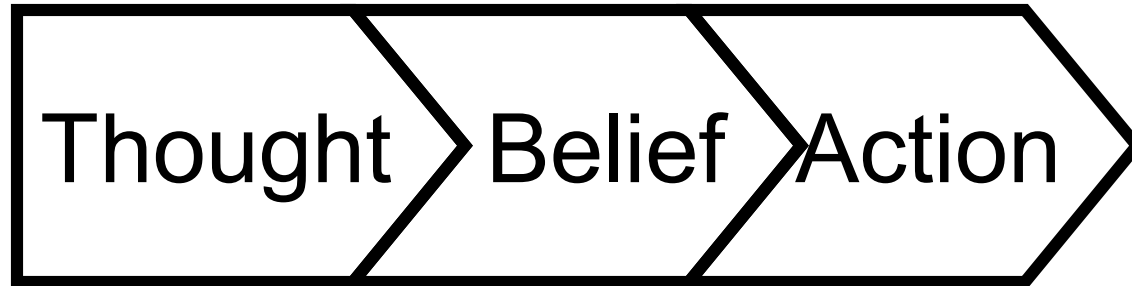
- Affect human behavior to accomplish a mission defined by a leader
- Every leader has followers
- Successful leadership has foundation in successful relationships
- Types of followers
  - Dominance/Submission; Active/Passive
  - Support/Challenge
  - Intelligence/Independence/Courage/Ethics
  - Engagement & Involvement

*Global Growth Presents New Challenges*

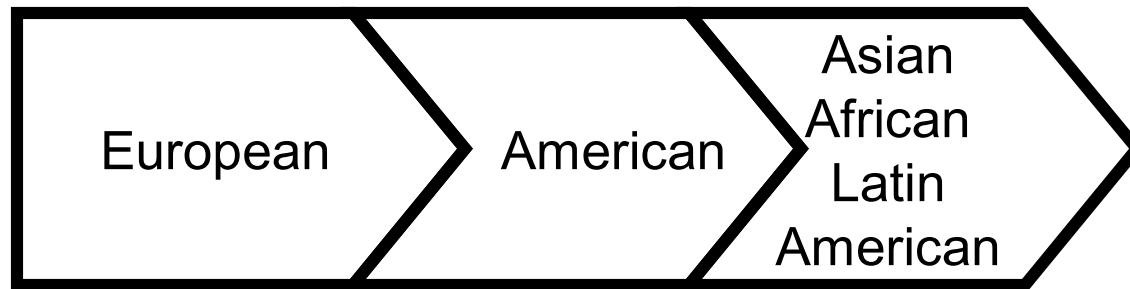
# Leaders' Career Content Migration



# People Think Differently



## Eastern Thought



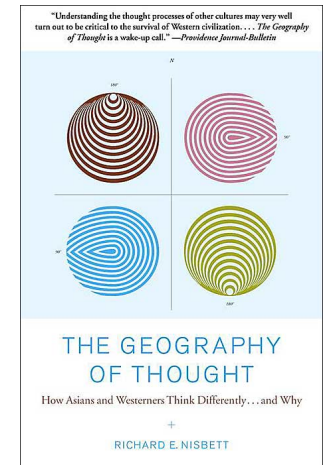
## Western Thought

# West

Independent  
Focus on Object  
Categorization  
Stability  
Individuality  
Simplicity  
Self  
Individual Action  
Individual Distinctiveness  
Achieved Status  
Debate - Win  
Polyphonic Music  
Stability  
Universal Rules  
Fixed Agreements – Transaction Focus  
Combative Legal System  
Debate – Rhetoric  
Company is a system to perform tasks  
and functions  
“At Will” Employment  
Language Noun Driven  
History – Causal (Why?)  
Religious Wars - Common

# East

Interdependence  
Focus on Field  
Relationships  
Change  
Fitting In  
Complexity  
Environment  
Collective Action  
Blend Harmoniously in Group  
Ascribed Status  
Discussion - Consensus  
Monophonic Music  
Change  
Contextual Rules  
Malleable Agreements - Relationship Focus  
Resolution/Middle Way  
Avoid Controversy  
Company is a group of people working in  
relationship to each other  
Lifetime Employment  
Language Verb Driven  
History – Contextual (How?)  
Religious Wars - Uncommon



# New Leadership

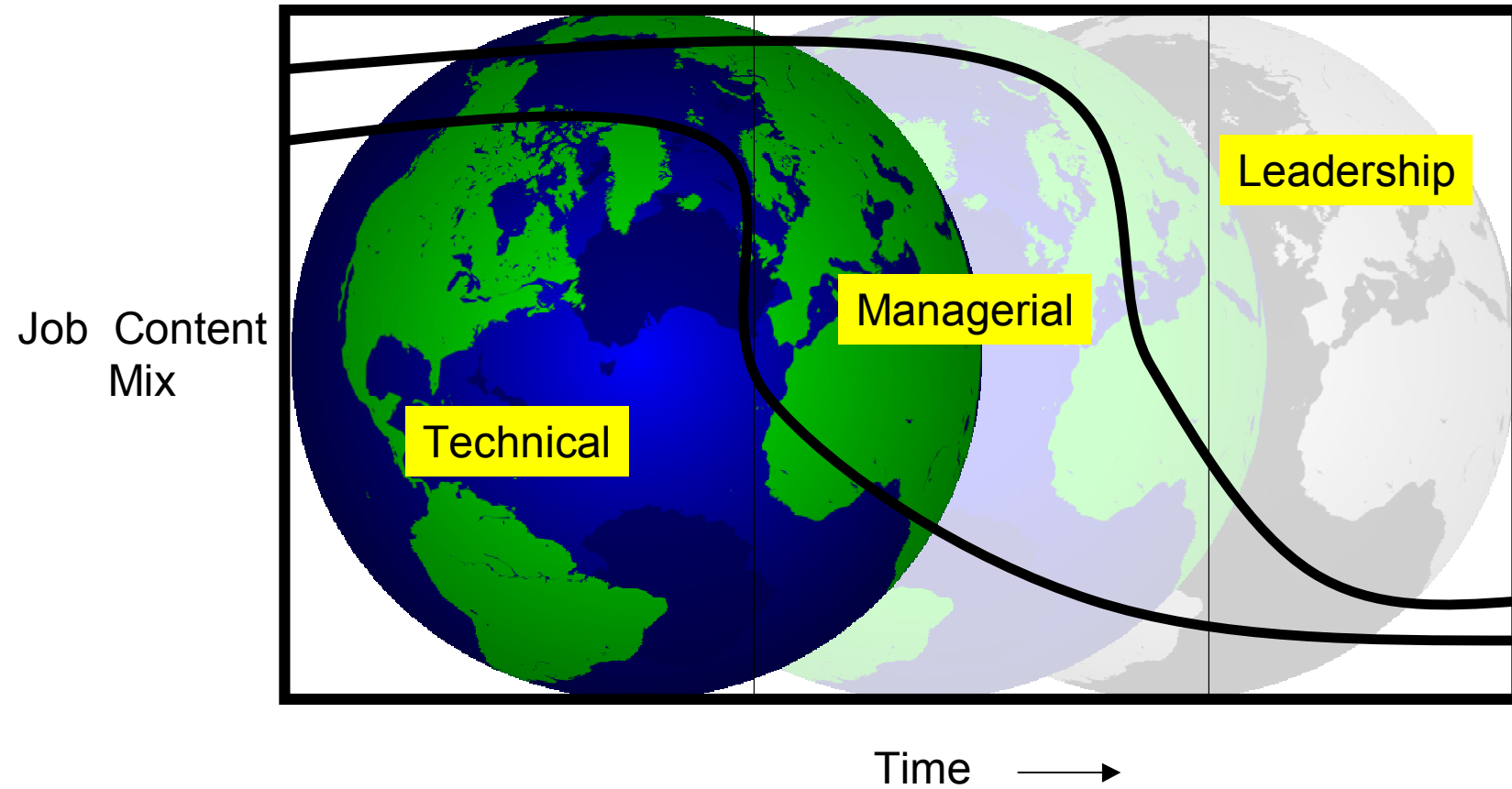
- It is still about the ability to affect human behavior to accomplish a mission defined by a leader
- Every leader still needs followers and successful relationships with them

But

- With a different, richer mix of talent
- Ability to think globally & act locally—*Glocal*

*First Understand And Then Be Understood!*

# Go *Glocal* Now!



# Case Histories

- In the News
- Industry
- Houston

THANK YOU

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