



“After 5 seminar series”

**Professor E.B. Wibbeke**

(Fulbright Specialist, sponsored by Ass.-Prof Romie Littrell (AUT))

on

**“Geoleadership: Leading diverse groups,  
intercultural communication and leadership development”**

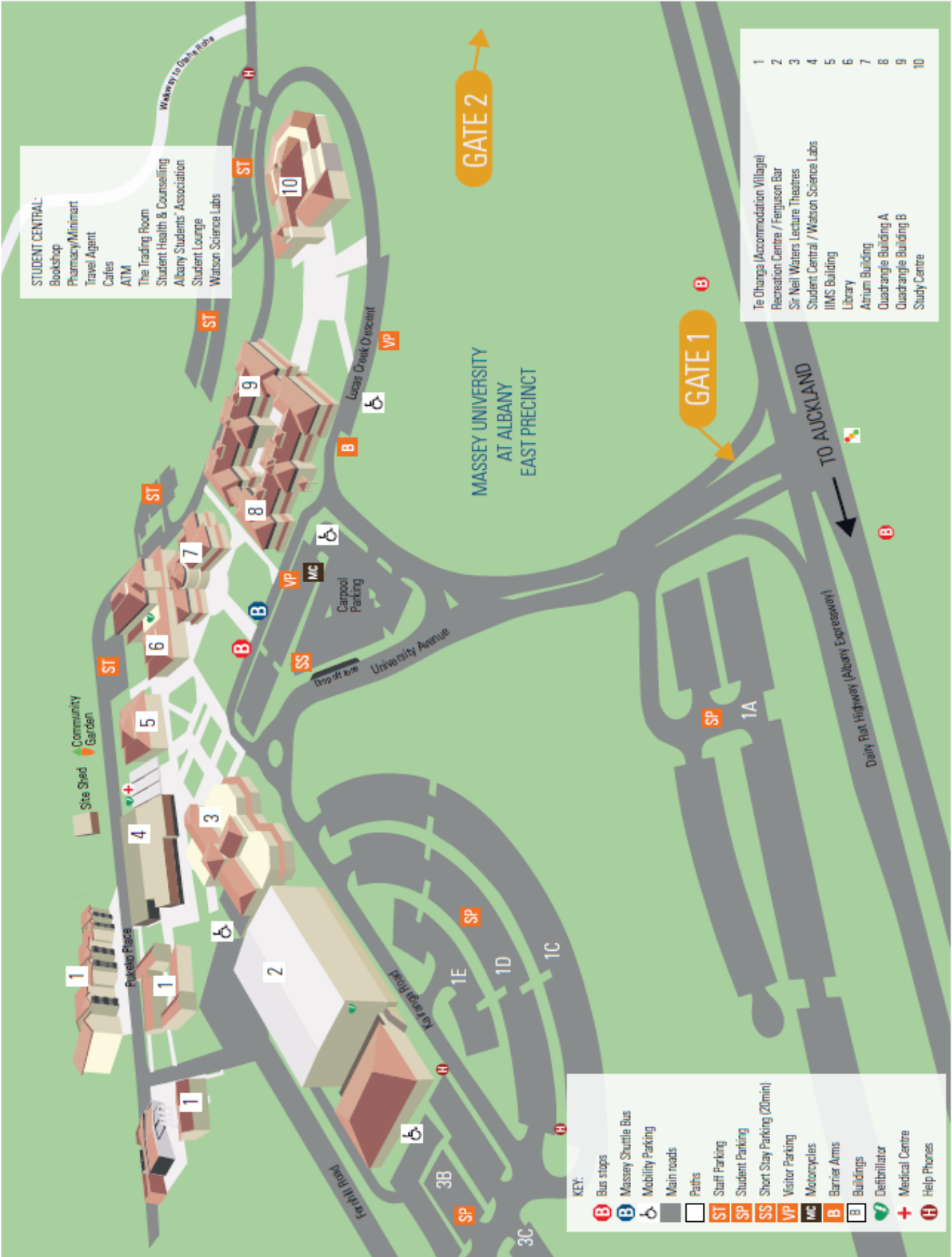
**Abstract:** Global business has grown beyond economic exchanges between nations to include cultural engagements, thus weaving a complex social component into global practices. The challenge is how to manage our multiple, simultaneous cultural identities. A leader who can accommodate and master these challenges practices what we refer to as geoleadership. Interpersonal communication and interaction pose several leadership challenges for intercultural leaders and managers. Differences in language, in cultural preferences for space, social penetration, intonation, spatial distance, implicit versus explicit styles and more, play a role in the success or failure of any intercultural communication. There must be an integration of both multicultural and performance dimensions in constructing global leadership competency models. So as to remain competitive, global business leaders need to adapt to diverse national organisational and professional cultures. Leaders must also be aware of the pitfalls of working in global contexts and the potential risk of lost opportunities. We will look at the Geoleadership Model and see how it can be leveraged across physical and virtual borders (<http://geoleadership.com/model.asp>).

**Biography:** *E.S. (Eileen) Wibbeke is an Irish-American organisational theorist, intercultural consultant and author in the field of global leadership known for the development of Wibbeke’s Geoleadership Model of global business leadership competencies. In 1987, Prof. Wibbeke started a career at the Los Angeles World Affairs Council. In 1992, she worked at Xerox Corporation and subsequently led the volunteer workforce for the FIFA World Cup. She was recruited to relocate to Silicon Valley in 1996 and began a decade assisting high-tech. firms in their global marketing endeavours. Wibbeke then taught at several universities including the University of Liverpool, the Thunderbird School of Global Management, and Northcentral University. She is currently an independent researcher.*

**When:** 25 November 2015 (5.00-6.30pm - seminar and Q&A; 6.30-7.30pm - light refreshments)

**Where:** Study Centre Lounge, Study Centre Building (Level 2), Massey University (Albany, East Precinct Campus – see reverse for a map)

**RSVP:** No entry charge. Please RSVP by 18 Nov (for catering purposes) by e-mail: [MPOWER@massey.ac.nz](mailto:MPOWER@massey.ac.nz), indicating if you need a car park space



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 Albany Students' Association  
 Student Lounge  
 Watson Science Labs

- 1 Te Ohanga (Accommodation Village)
- 2 Recreation Centre / Ferguson Bar
- 3 Sir Neil Waters Lecture Theatres
- 4 Student Central / Watson Science Labs
- 5 IIMS Building
- 6 Library
- 7 Atrium Building
- 8 Quadrangle Building A
- 9 Quadrangle Building B
- 10 Study Centre

**KEY:**

- B Bus stops
- B Massey Shuttle Bus
- ♿ Mobility Parking
- ▬ Main roads
- ▬ Paths
- ST Staff Parking
- SP Student Parking
- SS Short Stay Parking (20min)
- VP Visitor Parking
- MC Motorcycles
- B Barrier Arms
- B Buildings
- 🚑 Defibrillator
- + Medical Centre
- H Help Phones

