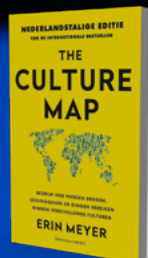


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producties



BASED ON:
The
Culture
Map

TUESDAY 17 MARCH 2026 | AFAS THEATER | LEUSDEN

ERIN MEYER ON **INTERCULTURAL LEADERSHIP**

UNDERSTAND THE INVISIBLE FORCES BEHIND INTERCULTURAL COLLABORATION

DENKPRODUCTIES.NL/ERIN-MEYER

WHAT'S REALLY GOING ON HERE? UNDERSTANDING THE INVISIBLE FORCES BEHIND INTERCULTURAL COLLABORATION

- **A COLLEAGUE WHO NEVER SPEAKS UP**
- **A MEETING THAT GOES IN CIRCLES WITHOUT DECISIONS**
- **A JOKE THAT DOESN'T LAND**

Working across cultures can be unexpectedly tricky. Whether you're doing **business internationally**, managing a **multicultural team**, or working with clients and colleagues from **different backgrounds**, cultural differences play a crucial role. Often in ways you don't even see.

In this hands-on seminar, INSEAD professor Erin Meyer will help you understand and use hidden cultural patterns in communication, leadership, feedback and collaboration:

- 👉 How to prevent “yes” from actually meaning “no”
- 👉 How to give feedback that resonates across cultures
- 👉 How to build trust: through results or relationships
- 👉 How to adapt without losing your own values

With practical examples and plenty of interaction, you'll learn how to turn cultural confusion into clarity. You will lead with more confidence, empathy, and impact across cultures.

ERIN MEYER WAS THE HIGHEST RATED SPEAKER OF AMSTERDAM BUSINESS FORUM 2023



YOUR TAKEAWAYS

- ★ A **sharper eye** for cultural signals – and how to respond wisely
- ★ **More influence** in conversations, collaborations and negotiations
- ★ A **flexible leadership** style that works across cultures
- ★ The ability to give **feedback that lands well** – anywhere
- ★ **Practical tools** for avoiding friction and building trust

And above all: the confidence to lead diverse teams with real impact.

More information and easy registration:
DENKPRODUCTIES.NL/ERIN-MEYER

17
03
26

PROGRAM

🕒 08:00 REGISTRATION

🕒 09:30 START SEMINAR

BLOCK 1 Communicating Across Cultures

- How 'Dutch directness' may land in other cultures
- How to prevent "yes" from actually meaning "no"
- How to give feedback that resonates across cultures

Erin Meyer

BLOCK 2 Leading Across Cultures

- Why your coaching approach may come across as weak
- How to build trust: through results or relationships
- How to spot cultural friction in your leadership

Erin Meyer

BLOCK 3 Culture Mapping: bringing it all together

- How to map cultural gaps and where collaboration breaks down
- How to make culture discussable – without making it personal
- How to adapt without losing your own values
- How to lead a team where everyone feels seen and empowered

Erin Meyer

GUEST LECTURE Oops did I say THAT?

Buffi Duberman shares the funniest, cringiest, and most common mistakes non-natives make and how to avoid them with flair.

- Why literal translations rarely work – and what to say instead
- What to do when you mess up – and how to recover with grace and humor
- How to sound more natural, clear, and confident in international English

🕒 17.00 CLOSING AND RECEPTION

ERIN MEYER

- Professor at INSEAD Business School, Fontainebleau
- Author 'The Culture Map' and 'No Rules Rules'
- Highest rated speaker at Amsterdam Business Forum 2023

Erin Meyer is a professor at INSEAD, one of the leading international business schools. Her work focuses on how the world's most successful managers navigate the complexities of cultural differences in a global environment. She helps companies develop organizational cultures that breed both flexibility and innovation.



Her **Culture Map** framework allows international executives to pinpoint their leadership preferences and compare them to the management styles of other cultures.

Erin has taught thousands of executives from five continents to decode cross-cultural complexities and work more effectively across differences.

She also conducted an in-depth study with Netflix CEO **Reed Hastings** on building a corporate culture that is inventive, fast, and flexible. The results were published in their book: **No Rules Rules** (Penguin Press, 2020).

Erin publishes frequently in **Harvard Business Review** and has also contributed to **The New York Times**, **Forbes**, and **The Times of India**. She has been interviewed on **CNN**, **Bloomberg TV**, the **BBC**, and **NPR**.

In 2023 and 2025, she was listed by **Thinkers50** as one of the fifty most impactful business writers in the world.

More information and easy registration:
DENKPRODUCTIES.NL/ERIN-MEYER

Special guest: Buffi Duberman

In international leadership, words matter. One misplaced expression can confuse a room or compromise a deal.

Enter Buffi Duberman: **the Netherlands' most sought-after English communication expert**, known for helping leaders sharpen their message, avoid hidden language traps, and speak with confidence across cultures.

Her keynote is a masterclass in international credibility, delivered with warmth, wit, and unmistakable presence.

After 45 minutes with Buffi, you won't just speak better English, you'll lead with greater impact.



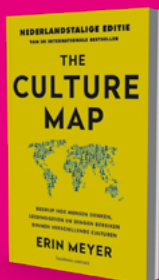
INTAKE TEST

Is this seminar for you? Do the test! This seminar is fit for you if your answer is 'yes' on at least 3 out of 5 of these questions:

- ✓ Do you lead an international team or people with different cultural backgrounds?
- ✓ Do you collaborate with colleagues or partners across borders?
- ✓ Is your team based in one country but includes people with different cultural roots?
- ✓ Do you notice that culture affects how people speak up, give feedback, lead, or follow?
- ✓ Have you ever wondered, "Why is this person reacting like that?"

FREE COPY: The Culture Map

Each participant will receive a copy of *The Culture Map*. A valuable resource for further reading and application of the insights of this seminar.



INFO



Tuesday
17 March 2026



09.30 – 17.00



AFAS Theater,
Leusden



€995,- excl. VAT



[denkproducties.nl/
erin-meyer](https://denkproducties.nl/erin-meyer)

More information and easy registration:

DENKPRODUCTIES.NL/ERIN-MEYER



WHAT'S THE INVESTMENT?

For €995 (excl. VAT), you gain access to an inspiring seminar packed with valuable insights and practical tools. This amount includes some awesome extras, including a book by Erin, lunch and other great extras to elevate your experience. And here's our promise: if it's not worth every euro, we'll make it right. That's our 100% satisfaction guarantee.



GROUP PACKAGES: LEARN TOGETHER

Attending a seminar with your colleagues makes it much easier to put the insights into practice. Everyone's up to speed and ready to tackle challenges together.

Group discount

- **10%:** 5 - 9 attendees
- **15%:** 10 - 19 attendees
- **20%:** 20+ attendees

Email godfried@denkproducties.nl for more information about group options.



WANT TO KNOW MORE?

☎ 020 - 3033820

✉ customercare@denkproducties.nl



QUICK
AND EASY
REGISTRATION

