

Performing in a multicultural team

The Culture Factor Korea, Seoul 2026 | Workshop

NOV | 6th | 2026

An intensive, data-driven one-day training program.

Participants gain scientifically validated tools, Culture Compass based on the 6-D Model of National Culture, and the Multi-Focus Model to measure and effectively operate in multicultural teams and markets.

The friction between different cultures is often misdiagnosed as a communication-skill gap, a leadership issue, or a lack of market readiness, when the real problem lies at the bottom line: cross-cultural friction.

Based on data, culture is no longer a philosophical topic. It is measured, diagnosed, and prescribed with effective approaches.

Registration

GSC (Global Startup Center) 1층, 서울시 강남구 역삼로 165

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AGENDA

09.30 am - 5.00 pm

Face-2-Face in English

Price: ₩900,000 (+10% VAT)

Core Objectives

- Design your program/policy communications to make them more effective in the targeted national culture for higher performance.
- Reduce friction, misunderstandings, and silent conflicts.
- Shape your Go-To-Market strategy for your cross-border expansion and scale-up.
- Prepare your high-stakes meetings and conversations to adjust to the national culture of the stakeholders.
- Develop your coaching skills based on the understanding of the national culture differences for your team.



EGBERT SCHRAM
Group CEO
The Culture Factor
Group

Trainers



JINNY SON
CEO
The Culture Factor
Korea

Who is this training for?

Korean and international Team leaders, managers, and global / program heads
HR and People & Culture professionals
Specialists operating across international borders and cultures
Founders and team members scaling across borders

Preparation and complimentary conference entrance

Training participants receive a complimentary Culture Compass,
an individual 6-D national culture assessment,
plus a ticket to The Culture Factor Korea Seoul Conference on 7 November 2026

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09:30 Good morning, Korea! Here's the world calling

Interactive simulation: Understanding culture

Live polls and interactive visuals

Defining the "Language of Culture"

10:30 Culture as a coding language, understanding human programming

In-depth look at the 6-D Model

Breakout work: Case studies

Connecting abstract theory to real-life examples

12:30

Lunch break

13:45 Me, myself, I, stereotyping and group dynamics

Culture Compass: Mapping personal preferences

Break-out: Impact of personality vs. culture on team interaction

Recognizing and pro-actively using behavioral characteristics

15:30 Running a multicultural team. Exclusion, inclusion and belonging.

Managing multicultural teams

Leadership styles across cultures

The remote (virtual) issue

16:40

Conclusion of the day. End discussion and wrap up.

Registration