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Assignment details

You are Canadian community engagement manager for a Spanish renewable energy company. You have accepted a new assignment setting up a community engagement team for a new on-shore wind farm project in Yorkshire, UK. Your role will include setting up a new team comprising local people and more experienced Spanish team members. The team's job will be to work with local people to gain support for the project and overcome obstacles.

1) Produce a 1,000-word report excluding references & cover page(single spaced) on how you will address the challenges of cross-cultural management that your new assignment presents, with specific reference to the concepts of social cognition and/or scripts. (Report in MICROSOFT WORD format not PDF). Write in 3rd person.

Structure

- 1. Introduction (200 words) briefly explain the purpose and content of the report.
- 2. Identification and discussion of relevant cultural groups (300 words)
- This section should identify the relevant cultural group of the key 'players',
- including your own, and provide an overview of the relevant cultural
- attributes for those involved. You may want to use the graph produced by
- the Hofstede website for this. (I've included the graph needed)
- 3. Overview of challenges (300 words)
- This section should define the concepts you will be using, with correct
- referencing from a source/s from the module reading list. It should

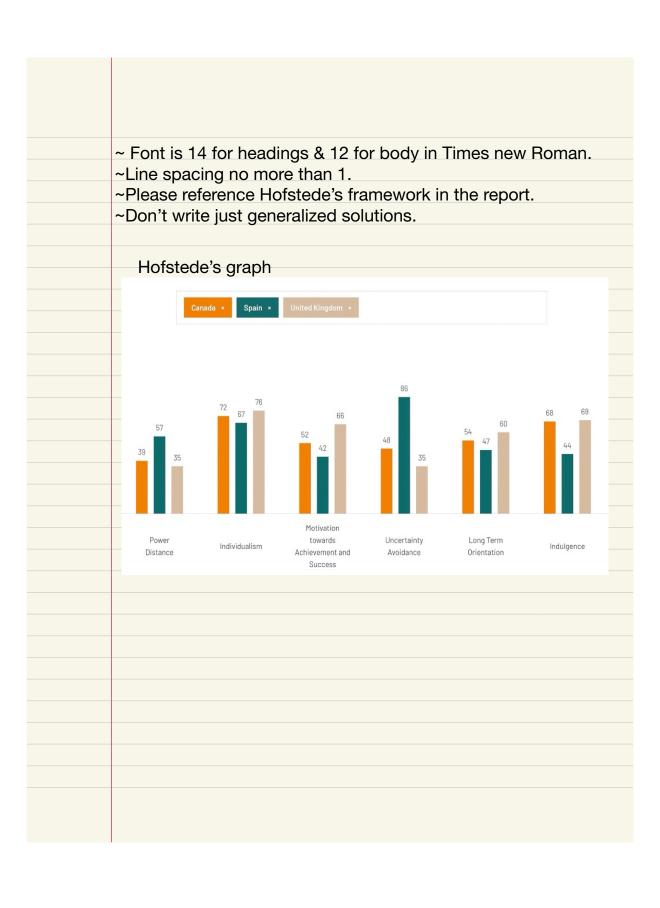
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contain an explanation of how these phenomena might pose problems for your team (e.g. what might the impact of the cultural differences identified in have on the scripts of the team, the kinds of attributions they make, the way the make decisions?).

- 4. Summary of how challenges will be overcome (200 words)
- This section should specific steps which you as the manager will take to overcome challenges identified in point 3. Create understanding of challenges using reference, explanation & application.

Structure of report:

- -Front Page
- -Executive Summary
- -Table of contents
- -Introduction
- -Discussion
- -Conclusion
- -Recommendations
- -References
- ~ Countries you are working with are Canada, Spain & UK.
- ~Use sub-headings and careful on grammar.
- ~HARVARD REFERENCING STYLE only.
- ~Don't use non-academic sources eg newspapers, magazines or any questionable sources.
- ~Include information from Hofstede graph provided below.





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