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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

also
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 they make decisions?).

4. Summary of how challenges will be overcome
(200 words)

- This section should specify the steps which you as the manager will take to overcome the challenges identified in point 3. Create an understanding of the 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 be 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.

- ~ Font is 14 for headings & 12 for body in Times new Roman.
- ~Line spacing no more than 1.
- ~Please reference Hofstede's framework in the report.
- ~Don't write just generalized solutions.

Hofstede's graph





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