



EFFECTIVE COMMUNICATION WITH GLOBAL AND MULTICULTURAL SUPPLY CHAINS



AUDIENCE

Board members of EU and non-EU companies, supply chain managers and other professionals who want to learn about the latest insights in business communication and how to use it for better business collaboration in global and multicultural supply chains.



DURATION

3 hours



FORMAT

Interactive workshop



MATERIALS

Handouts
Further resources

Effective Communication is key for any successful business cooperation and crucial to comply with the EU sustainability reporting and due diligence framework.

This session will enhance your understanding and the implementation of effective communication strategies in global and multicultural supply chain management, including an improved understanding of cultural nuances and communication challenges, practical tools and frameworks to enhance communication in global supply chains, as well as clear action points for board members to implement in their organizations.

Sample Agenda

This agenda is designed to foster engagement and interaction among participants, ensuring that all leave with a clear understanding of the topic and actionable insights for themselves and their organizations.

It can be adapted to your organization's individual needs as every training includes a video (call) to optimise the training for you. For an optimal learning effect, we recommend face-to-face trainings, however, trainings can also be held online.

9:30 AM – 10:00 AM | Introduction and Setting the Context

- Welcome and Icebreaker
- The Role of Communication in Supply Chain Success
 - Importance of inclusive communication in global operations
 - Overview of common challenges and diversity in supply chains
- Impact of cultural differences in supply chain operations

10:00 AM – 11:00 AM | Strategies for Effective Communication

- Understanding Cultural Differences
 - Frameworks and examples to address cultural missteps
- Language and Clarity in Communication
 - Best practices for plain language and technology use
- Building Trust Across Cultures
 - Tips for relationship building and respecting customs
- Interactive Exercise: Case Study Analysis
 - Groups analysis and presentation of solutions to a hypothetical cultural conflict in the supply chain

11:00 AM – 11:15 AM | Coffee Break

11:15 AM – 12:30 PM | Implementation and Long-Term Strategies Objective: Help board members design frameworks for sustainable communication practices

- Leveraging Technology for Communication
 - Overview of communication-enhancing supply chain tools
- Creating a Communication Framework
 - Examples of successful frameworks and SOPs
- Wrap-Up and Action Planning



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The presenter: Dr Alexandra von Westernhagen

[Dr Alexandra von Westernhagen](#) benefits from over 20 years as an EU regulatory lawyer gained in seven jurisdictions (including Brussels, the UK & Germany), in international private practice, academia (e.g. MIT) & international organizations (European Commission & OECD).

She is currently Partner & Head of EU Sustainability at [Liberius Legal](#) based in Brussels, the heart of the EU, as well as EU/Regulatory Partner at [Keystone Law](#) in London. She is also a Board member (Europe) of the [Global Alliance of Impact Lawyers](#) (GAIL).

Alexandra regularly provides EU law overview & strategic implementation trainings to company boards and members of their organizations, including to Barclays, Sodexo, Royal Mail and many other EU and international companies, law firms, public sector organizations, universities and think tanks.