

# Leading International Projects

**Business English UK**

Trainers' Conference

June 10, London

Bob Dignen, York Associates



**York Associates**

*Communicate professionally anywhere*





- Training
- Team building
- Coaching
- Facilitation
- Mediation and conflict management
- Consulting – PMQP
- Conference speaking
- MPM (Iceland)
- Authoring



**York Associates**

*Communicate professionally anywhere*

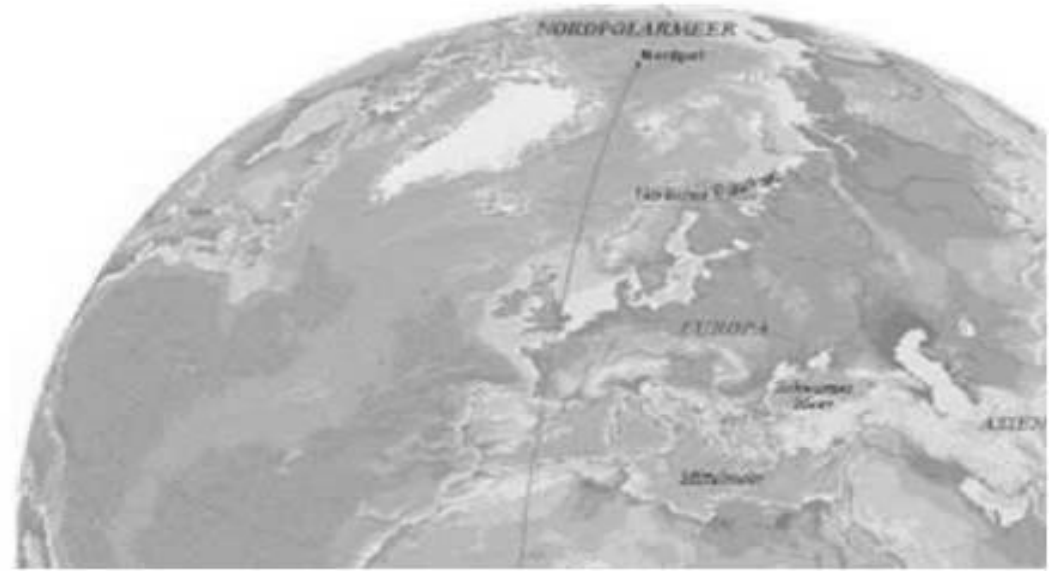
# Why think about projects?



**York Associates**

*Communicate professionally anywhere*

*What are the main challenges  
of leading international projects?*



**York Associates**

Communicate professionally anywhere

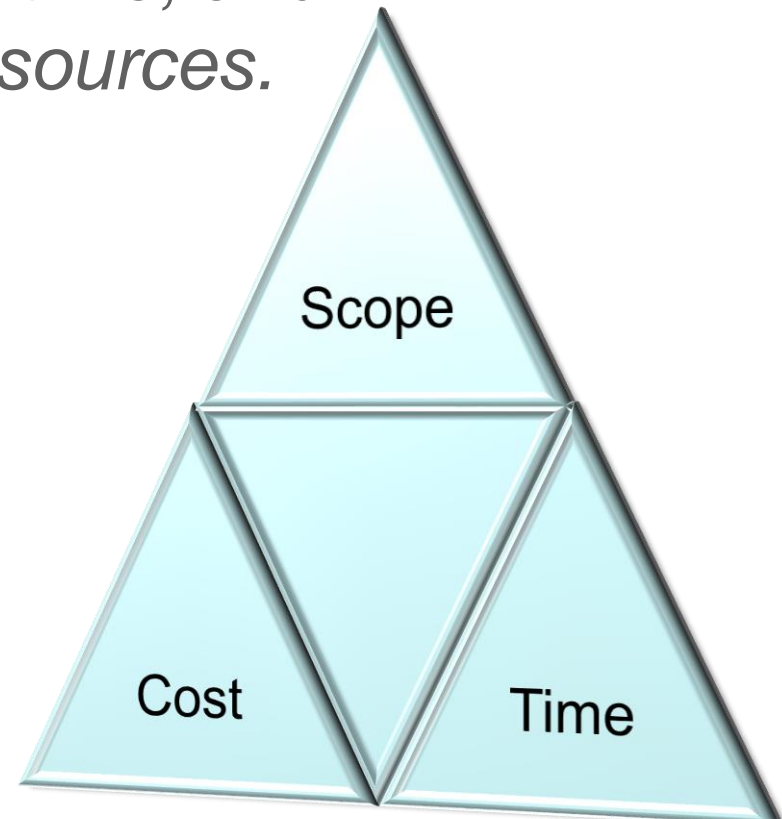
# Basic questions

- **What is a project?**
- **What is project management?**
- **What does a project look like?**

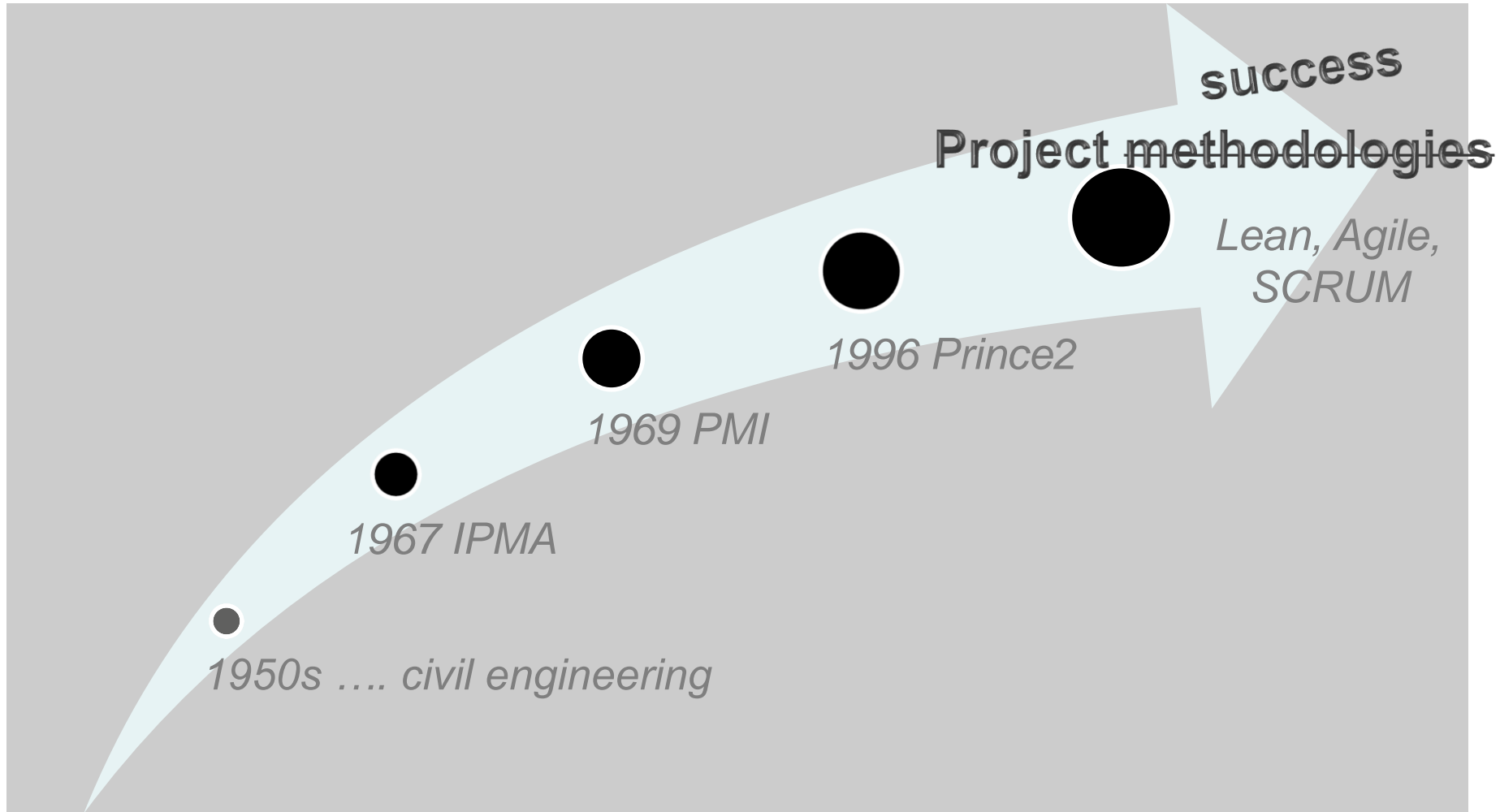


# What is a project?

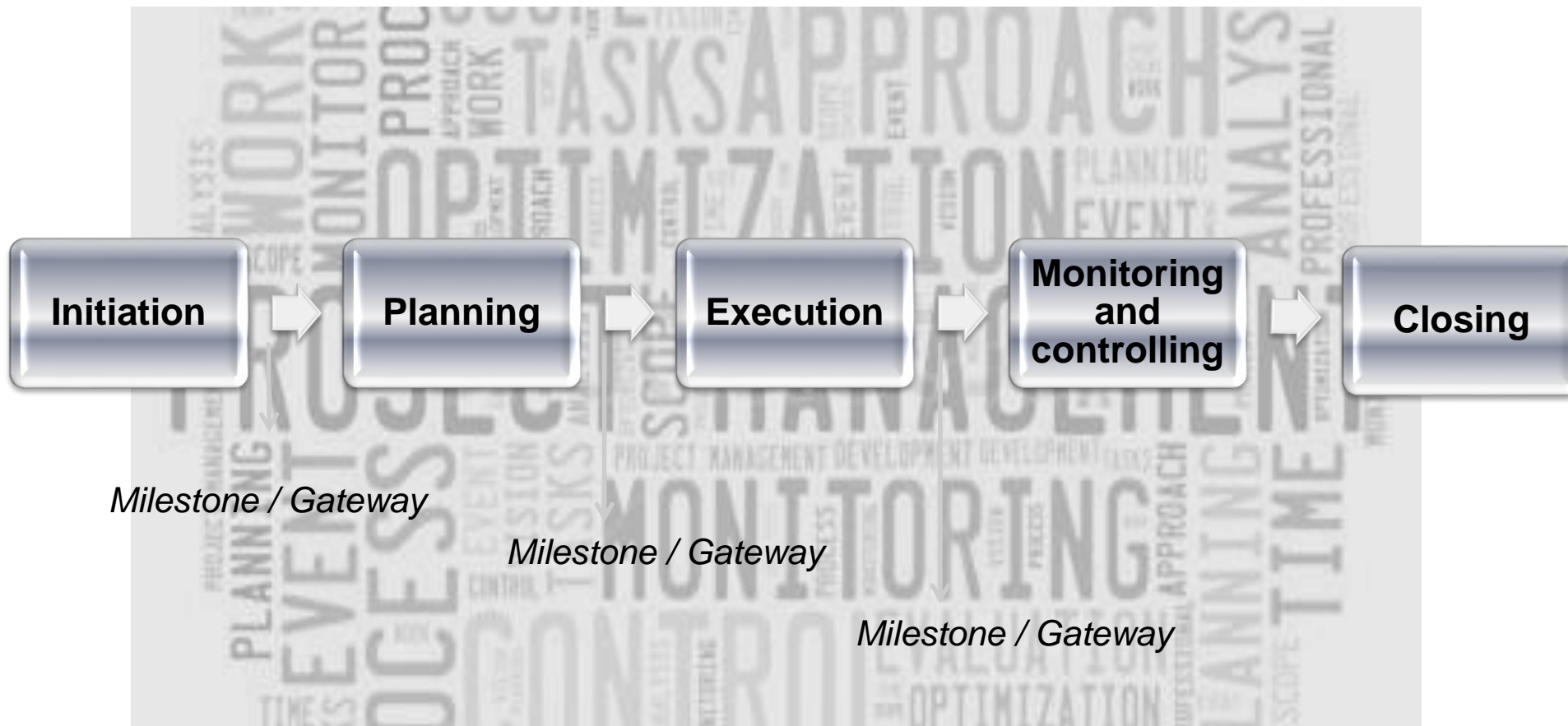
*A temporary activity designed to produce a unique product, service or result. It has a defined beginning and end in time, and therefore defined scope and resources.*



# What is project management?



# What does a project look like?





# What a project really looks like



How the customer explained it



How the project leader understood it



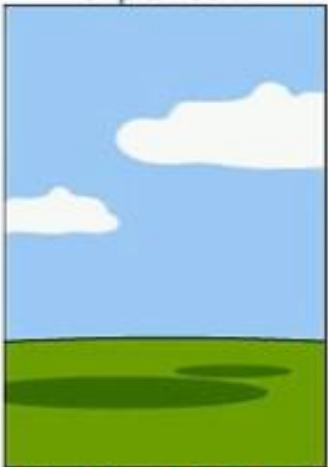
How the engineer designed it



How the programmer wrote it



How the sales executive described it



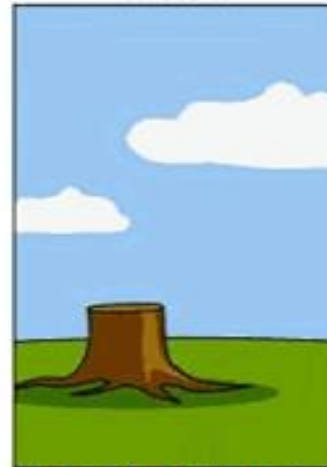
How the project was documented



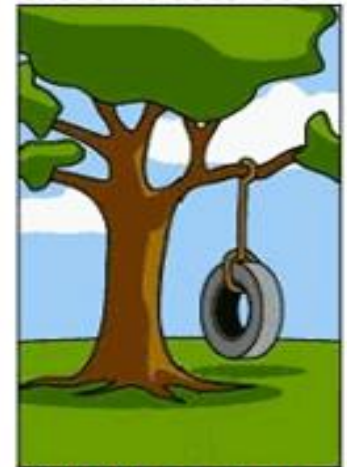
What operations installed



How the customer was billed



How the helpdesk supported it



What the customer really needed

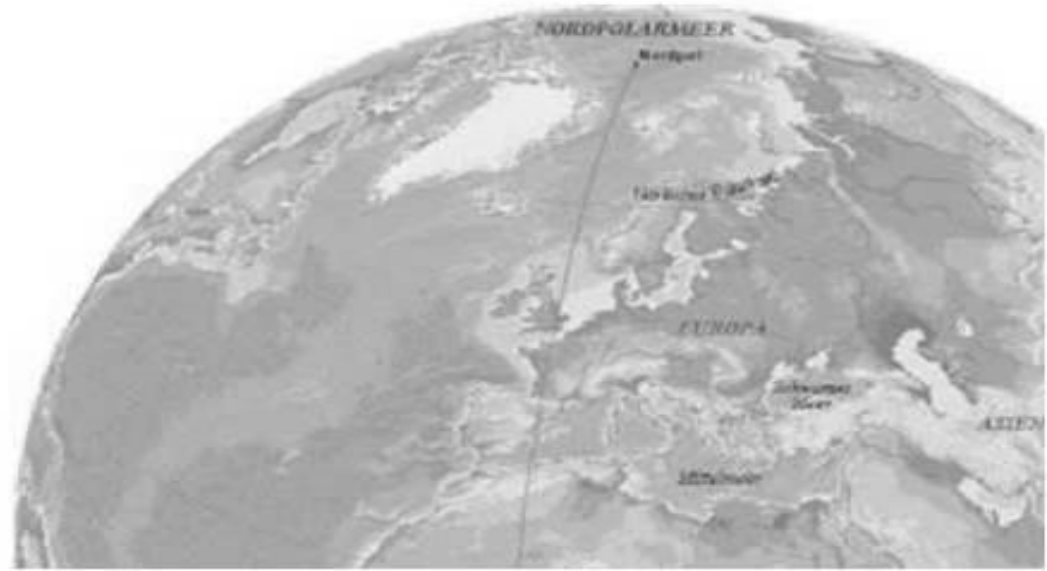


*What are the main challenges  
of leading **international** projects?*

*Language*

*Culture*

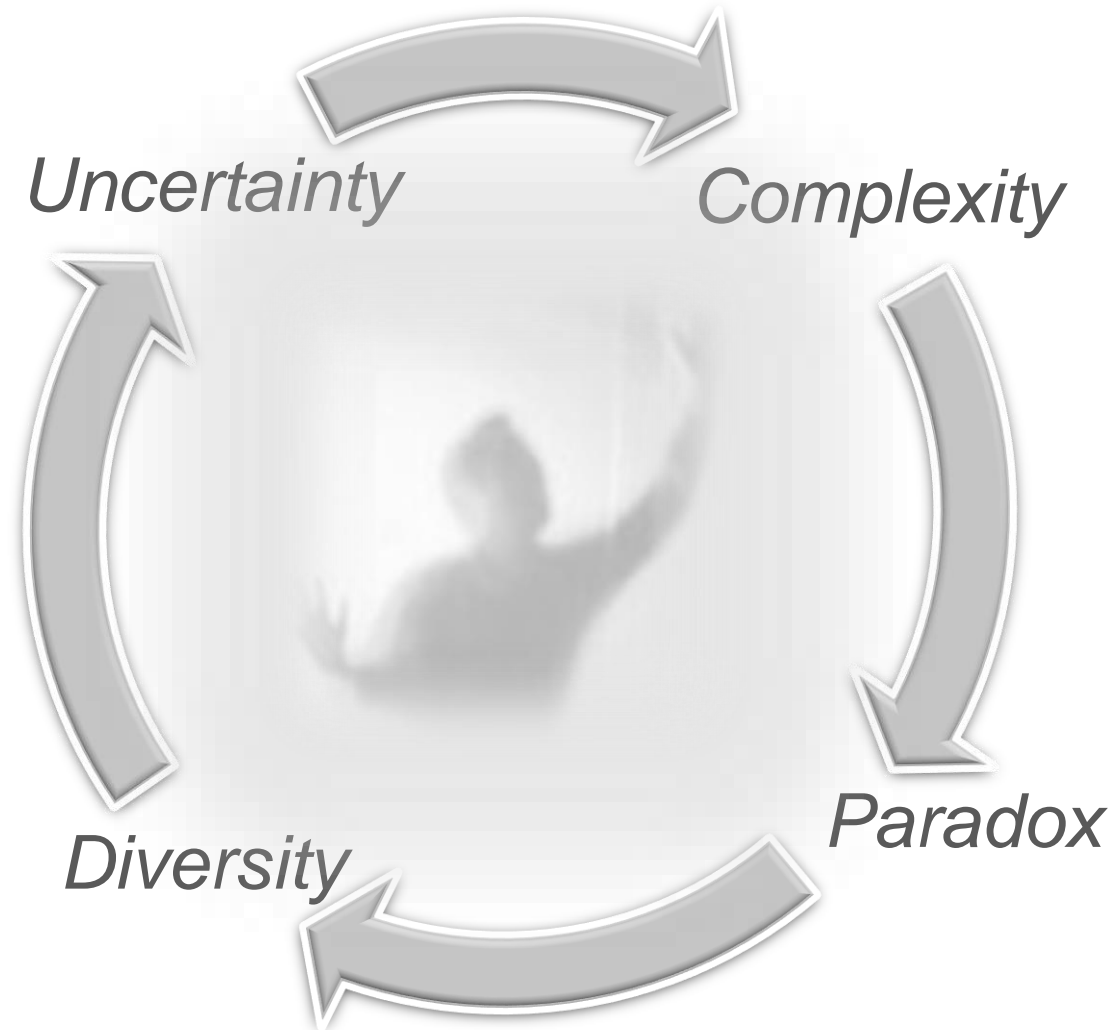
*Distance*



**York Associates**

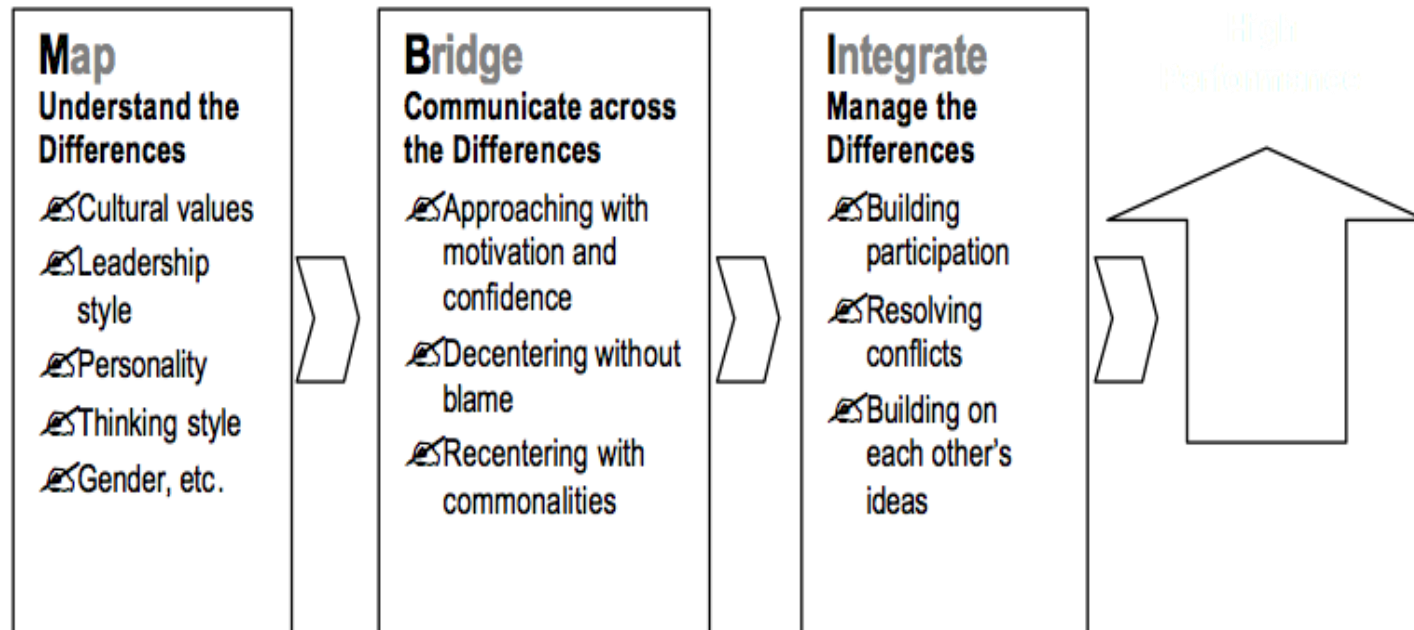
*Communicate professionally anywhere*

# Today's 'international corporate paradigm'



# Leading diverse teams

Figure 1: The MBI Model of Managing Differences



Marta Maznevski, IMD







- Reflect on ‘project’
- Rethink ‘international’
- Reposition ‘language’
- Reinvent ‘communication’
- Recognise ‘layers’
- Respect the client
- Renew yourself





# Thank you!

[bob.dignen@york-associates.co.uk](mailto:bob.dignen@york-associates.co.uk)



**York Associates**

*Communicate professionally anywhere*