WELCOME BACK!

Rita!
Block Seminar wrap-up and feedback

CEMS Block seminar, Aalto University, August 24-28, 2020
Reflexivity

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Reflexivity exercise (5 minutes)

1) Please, write down your key take aways from your fellow students’ case study presentations.

2) Has your view of language diversity changed during the block seminar week? If so, how? Please, look back at your reflexivity notes.
Managing multilingual organizations: Contemporary perspectives and current challenges

CEMS Block seminar, Helsinki, 24-28 August 2020

Dr. Claudine Gaibrois, University of St. Gallen (Switzerland), Prof. Rebecca Piekkari, Aalto University (Finland) Supported by Hilla Back and Tiina Ahva
Our key insights and highlights...
Key themes

- Multilingualism at the workplace through contemporary scholarly perspectives
- Definition and application of language management and language-sensitive management
- Different strategies for managing a multilingual workforce
- Leadership in multilingual contexts
- Language capital and company growth
- Language diversity and customer relations
Purpose of this block seminar is...

- To introduce language as a key dimension of diversity at the modern workplace
- To explain how language shapes processes of managing people (e.g., communication, control, coordination) in multilingual companies
- To introduce an innovative, language-sensitive approach to managing a global workforce
- To consider language diversity in different national, industry and organizational contexts
- To shift the responsibility for language management beyond the Human Resources (HR) function
- To get to know each other and have fun!
Learning objectives

Upon completion of this block seminar, you are expected to:

• Understand the specific challenges and opportunities of language-sensitive management
• Become familiar with language strategies and practices employed in multilingual organizations across contexts
• Develop individualized strategies for successful language management
Guest lecturers & Round table participants (1/2)

Kalle Kuusava, Opera Director and Music Director, Croatian National Theatre

Wim Koster, Head of Global Safety, KONE

Ciara O'Higgins, Tecnalia Research & Innovation, Deusto Business School

Kevin Shakespeare
Director of Stakeholder Engagement, The Institute of Export &International Trade

Natalie Wilmot, Senior Lecturer, Bradford University

Antti Virolainen, Co-Founder & COO, Sharetribe Ltd
Guest lecturers & Round table participants (2/2)

Ulla Hiekkanen-Mäkelä, Head of Talent Boost Finland, Business Finland
Anne Kankaanranta, Senior lecturer, Aalto University School of Business
Kirsten Brecht Baker, CEO and Co-founder, Jeenie
Stella Forsberg, Nordic Talent Acquisition Director, L’Oréal
Olli-Pekka Varis, Head of Global Installation, KONE
Saila Kurtbay, Head of International Affairs, Aalto University School of Business
Skill development

During the block seminar, we will work with the following skill sets:

• Solving problems in groups
• Project management and constructive collaboration in diverse teams
• Argumentation, negotiation and presentation skills
• Tolerance for various degrees of language fluency
• Reflexivity
Grading, assessment and evaluation criteria

1. Individual pre-assignment 10%
2. Case study in groups 60%
   - Assessment of the group presentation, including assessment of how well the student group served as a discussant for another student group and responded to feedback
3. Meaningful contribution to class discussion 10%
4. Reflexive essay 20%
   - Evaluation criteria
     - insightfulness
     - thoroughness
     - reflexivity
     - originality and innovativeness
   - Presence, active participation and contribution to class discussion are expected!
Criteria for evaluating the case study

A: 1 p. The big picture: what is this about? (“step back”)

B: 2 p. Answer to the question

C: 5 p. Depth of analysis and quality of insight: How well do you use theory as a thinking tool or “glasses”? How well do you present your analysis?

D: 2 p. Originality, creativity, reflexivity
Task: Reflexive essay

Topic:
How did language and language diversity play out over the course of the block seminar week…
- in teaching
- in guest lectures
- in collaboration in research project groups
- etc.

… regarding both your own role and the overall seminar?
Task: Reflexive essay

Formal requirements:

• Length: 3 A4 pages (not including references)

• Deadline: Friday, September 4, 23:59 pm

• Use assigned reading on reflexivity (Cunliffe & Jun 2005) as source of inspiration
Block Seminar feedback

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