



**NON-EXECUTIVE  
DIRECTOR  
CLUB**



**You're invited to the exclusive NED Conversations event**  
**Navigating Cross-Cultural Differences**

If we understand business cultures, we understand how and why people act in the way they do, which in turn makes us more effective influencers and negotiators. We can't influence and negotiate well if we can't communicate effectively across cultures.

For example, the US has an explicit business culture which means a US director is much more likely to be forthright than someone from, for example, a British background who is used to a more implicit business culture. If you are not aware of this it can cause difficulties in communication.

Allyson Stewart-Allen is an internationally renowned expert in this area and she will share her expertise in conversation with FT journalist Michael Skapinker followed by an interactive session to enable the audience to ask about the particular issues they are most interested in.

These events are hugely popular with our members so you are encouraged to book your place as soon as possible.

**Date: Thursday 12th March 2020**

**17.15 – 17:50:** Registration and networking

**17.50 – 18.30:** Conversation between Allyson Stewart-Allen and Michal Skapinker followed by audience Q & A

**18.30 – 20.30:** Networking Drinks reception

**Location: Financial Times, Bracken House 1 Friday Street London EC4M 9BT**

**Price: £20 + VAT**

[Register here](#)

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### **Speaker biographies**

#### **Allyson Stewart-Allen**

Allyson is a renowned advisor, author, speaker, educator and NED whose expertise in brand internationalisation is sought by leading businesses globally through her consultancy, publications, appearances and corporate education.

Following her early career with blue-chip consulting firms PwC, PA Consulting Group and Hay Management Consultants, Allyson now advises Boards of Directors and corporate leaders in the services (legal, property and financial), luxury, retail, travel, hospitality and industrial sectors to name a few. Her expertise enables them to lead across cultures, achieve marketing and business development strategies, integrate acquisitions and build their corporate diplomacy skills.

Allyson has also written many books including *Working with Americans*, recently published by Routledge.

## Michael Skapinker

Michael Skapinker is an FT contributing editor and columnist on business and society. He is also executive editor of the FT-IE Corporate Learning Alliance, the FT's executive education arm. Born in South Africa, he began his journalistic career in Greece. He joined the FT in London in 1986 and has held many positions, including FT Weekend editor, FT Special Reports editor and management editor.

He received the Work Foundation Members' Award for his contribution to the understanding of working life in 2003 and was named WorkWorld Media Awards Columnist of the Year in 2008. At the Editorial Intelligence Comment Awards he was named Business Commentator of the Year (2012) and Business Ethics Commentator of the Year (2015).

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*These events give our members the chance to hear from experts on pertinent topics and network with their peers over a glass of something in a relaxed atmosphere. Places are limited and early booking is advisable to avoid disappointment.*

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