



Dear Club Member,

Please note the next NED Conversations event will take place virtually on 10th March 2021.

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## **International Boardroom Dynamics: How to Navigate Cultural Differences**

presented by Allyson Stewart-Allen

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### **NED CONVERSATIONS**

**10th March 2021 | 5pm - 6pm**

**Virtual | Free to register**

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As a member of the FT Non-Executive Director's Club, you are cordially invited to our upcoming NED Conversations event.

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 a short presentation followed by an interactive session to enable the audience to delve deeper into the particular issues they are most interested in.

Topics Allyson will explore include:

- how you start thinking about communicating across cultures;
- preferences for direct vs indirect, simple vs complex communications;
- checking your assumptions and cultural biases;
- accepting that difference is not wrong, it's just different;
- the challenges and complexities of virtual communications in light of Covid-19.

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[\*\*REGISTER HERE\*\*](#)

This event is free to register and very popular with our members. Please register as soon as possible. You will receive a diary invitation with details on how to join.

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

Allyson Stewart-Allen is a renowned advisor, author, broadcaster, speaker and Non-Executive Director whose expertise in brand internationalisation is sought by global businesses.

A Californian based in Europe for over 30 years, Allyson applies her international consulting experience, MBA education with Dr. Peter Drucker and languages (French, German) to the company she founded, **International Marketing Partners**.

She has advised more than 240 businesses in 26 countries including Aegis, BAE Systems, Burberry, Cadbury, Coach, HSBC, Lufthansa, NBC Universal, SAB Miller and Shell and recently served as a Board member for the Chartered Institute of Marketing.

Allyson is author of both editions of best-selling book **Working with Americans** (2nd Edition, Routledge Nov 2019), the first-ever manual exclusively about the US business culture.

An experienced and frequent commentator, she lends her insights to broadcast, print and digital media across the globe. Besides her 4-year slot for Sky News as The Muse of Marketing, she has appeared on several television shows, including four seasons of BBC's The Apprentice and CNBC's The Business Class. Other outlets regularly applying her insights include **BBC News**, **ITV News**, **CNN**, **The Financial Times**, Bloomberg, USA Today, Business Week, Wall Street Journal, Newsweek and Fortune magazines.

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*These events give our members the chance to hear from experts on pertinent topics, keep up to date with developments affecting boards and connect with other NED Club members.*

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