



EUROPEAN WOMEN'S MANAGEMENT DEVELOPMENT INTERNATIONAL NETWORK 

# DIVERSITY MANAGEMENT PROSPETTIVE INNOVATIVE PER REALIZZARE UN DURATURO VANTAGGIO COMPETITIVO

6 MARZO 2009

WORKSHOP ORGANIZZATO DA EWMD DELEGAZIONE DI BRESCIA

# ATTI

 PARTE III – pag. 119-134

**EWMD\_BRESCIA**

Presidente Daniela Bandera

[info@ewmdbrescia.org](mailto:info@ewmdbrescia.org) [www.ewmdbrescia.org](http://www.ewmdbrescia.org) [www.ewmd.org](http://www.ewmd.org)

via Giovanni XXIII 74/b 25086 Rezzato (BS) Italia



## **WORKSHOP**

**“Diversity Management:  
prospettive innovative per realizzare un duraturo  
vantaggio competitivo”**

**seguono i CASE HISTORY STRANIERI**



# Diversity management: Creative, Colourfull, Intercultural

Irena Pernat Slovenia  
7 P Business Services & Arts Creation

# Creative, Colourfull, Intercultural

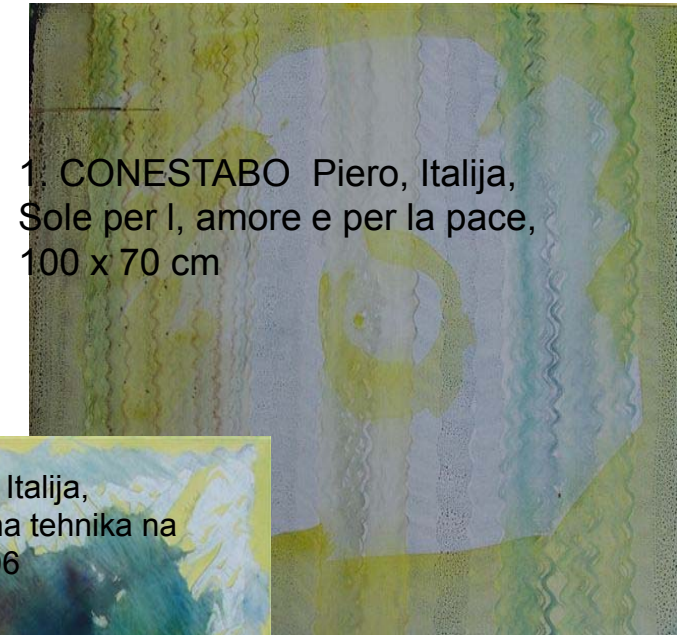
- Diversity and independence
- What is culture?
- Co-cultures
- Components of the culture
- How to manage

16. SIČKAR Jakiv, Ukrajina, olje na karton, 50 x 70 cm, 1999



# Diversity and independence

- are important because the best collective decisions are the product of disagreement and contest, not consensus and compromise.



1. CONESTABO Piero, Italija,  
Sole per l, amore e per la pace,  
100 x 70 cm

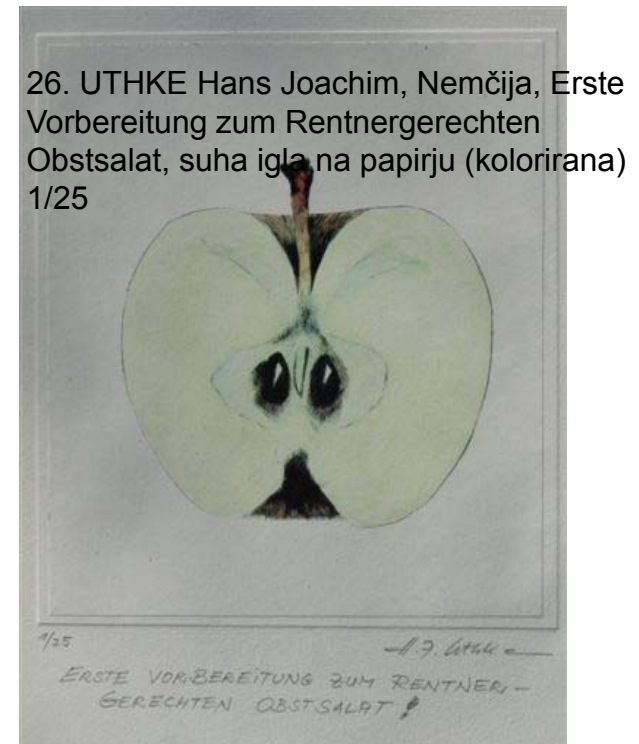
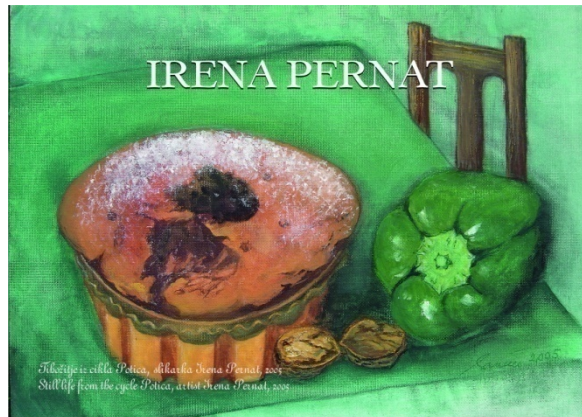


2. CONESTABO Piero, Italija,  
Brez naslova, pigmentna tehnika na  
platnu, 60 x 80 cm, 2006

# Creative, Colourfull, Intercultural

## What is culture?

- What we know,
- What we are exposed to,
- How we do the things,
- What feels us to right.



# Creative, Colourfull, Intercultural

- Understanding other cultures is a complex work. We need time to understand and categorized other's by creating an image, who we think they are and what they stand for.
- We need to take the time to get to know them. And then beleive we know and understand them.



18.–23. SMEJ Breda, Slovenija,  
Pohorje, akvarel na papirju, 32 x 23,5  
cm, 1991



24. TOUFEKTZIAN Sarkis K., Grčija,  
Tihožitje krajine, akvarel na papirju,  
41 x 21,7 cm, 2006

# Creative, Colourfull, Intercultural

What seems:

- logical,
- sensible,
- reasonable,
- important;



may seem:

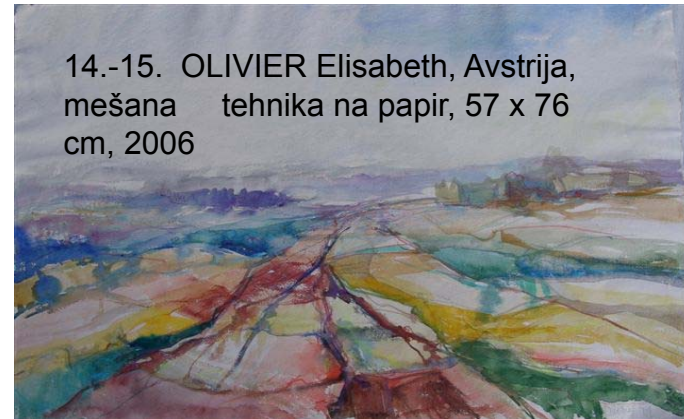
- unlogical,
- unreasonable,
- ridiculous,
- irrational, to an outsider.

People can belong to co-cultures because of similar values, experiences or practises.

# Creative, Colourfull, Intercultural

How to manage knowledge and tools needed for profit the culture differences?

- How to manage, motivate the group of artists-painters from different countries and cultures to find the inspiration for the contribution following the components of the culture:



# Components - Culture is everything

- Products,
- Language,
- Trade marks and names
- Aesthetics,
- Colours & numbers,
- Education,
- Values , norms,
- Discipline practisies,
- Family relationship,



- Celebrations,
- Cloths,
- Hairstyle,
- Food,
- Behaviour,
- Religion,
- Beliefs,
- Dattng patterns,
- Gender roles,
- Hobbies.



# Components - Culture is everything

- Culture consists of values, beliefs and rules of conduct, reflects traditions, is dynamic and changes over time.
- Values for example are very subjective. There is no right or wrong definition. It depends from the personality.
- Can we ever really know what is right for the other person?



# Creativ co-culture components

Vision, mission, succes:

- create the holistic co-culture group of 28 artists from 26 countries, to except, follow and realize the program for **15th International Art Meeting POAART 2006 FOR PEACE.**



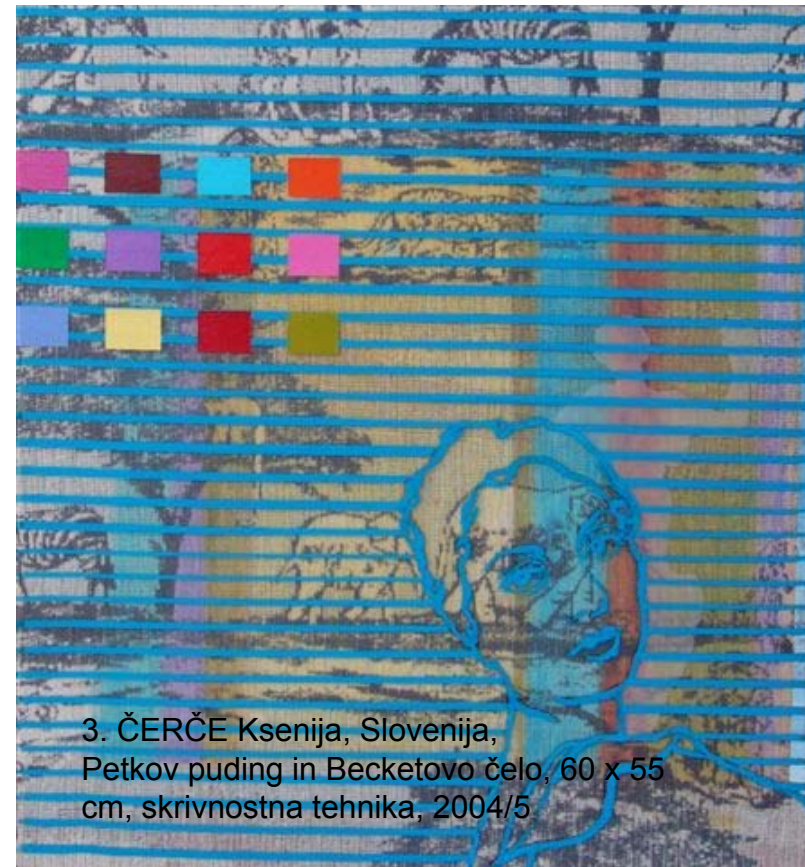
4.-5., D,HONT Brand, Nizozemska  
Pohorje, akvarel na papirju, 23 x 34,5 cm,  
1991



28. WIERZBIEKI Wojciech Waldemar,  
Poljska, iz serije Konstantno zaporedje igre,  
grafični odtis na papirju e.a., 70 x 90 2006

# Creativ co-culture components

- Stimulate cooperation in multicultural team (presentations of national traditions, beliefs, products, clothes, food, language, behavior),



# Creativ co-culture components

- delegate work tasks to everybody  
(communication, international cousine, cultural program),
- following co-culture components:



# Creativ co-culture components

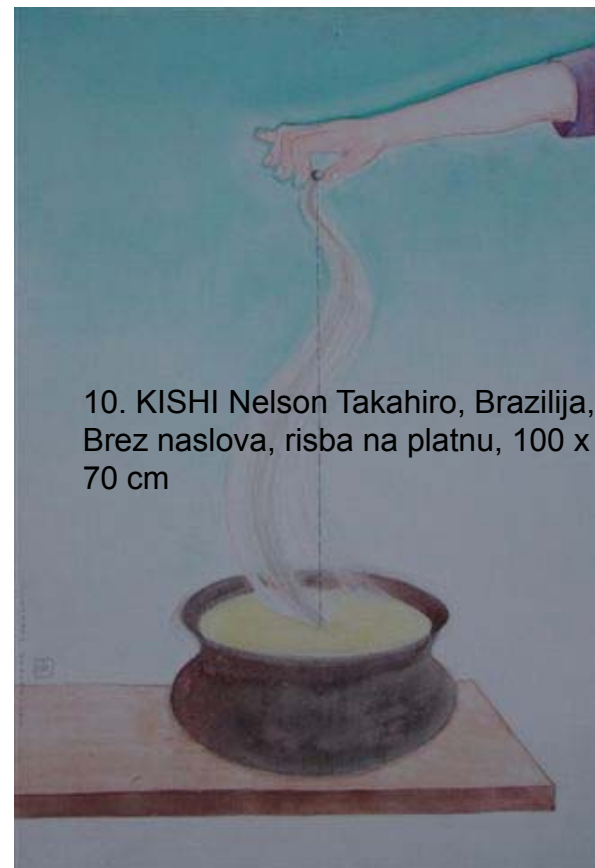
- Values, norms, : ***Charity, Benevolent Auction of Art works – World for Darfur***
- Trade marks and names, Cloths: ***Shopping, Vine cellar , rute, sight-seeing***
- Products, Education, Colours & numbers : ***Art creativity, Exhibition, selection***
- Language: ***Press Conference, Excursions, Mayor reception, Music, songs, jokes***
- Hobbies: ***to boat on the river Drava,***



9. GRASSER Roland, Belgija,  
Brez naslova v veselje,  
mešana tehnika na platnu, 95  
x 75 cm

# Creativ co-culture components

- Food: *national dishes, Int. Cuisine- Italian, Excursion*
- Behaviour, Family relationship, Gender roles, Religion, Beliefs: *Social gathering, folk-lore, barbecue, Wellness*
- Celebrations, Cloths, Hairstyle, Aesthetics: *Gala concert, honor guests.*



10. KISHI Nelson Takahiro, Brazilija, Brez naslova, risba na platnu, 100 x 70 cm

# Creative, Colourfull, Intercultural



Painters with visitors, Maribor Pohorje Apartment Village, 2006

Strategic decision making means “to do the right things”. And “doing the things right”.

Thank You for Your attention.



**Contact:** Irena Pernat  
7 P – Business Services & Arts Creation  
e:[irena@7p-pernat.si](mailto:irena@7p-pernat.si)