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Assessment 3 Context

As the world grows more global every day, it is imperative for successful leaders to understand the cultural differences between their home country and the countries they are going to be working with. "Global businesses demand management that can work in a diverse environment" (Murmu, 2014, p. 67). Leaders need to make sure that they correctly understand and address issues of culture, religion, society, and the like within the countries they are conducting or plan to conduct business. They do not want to make mistakes by thinking that all countries operate in the same ways as their home country.

"The difference between the *almost* right word and the *right* word is really a large matter. 'Tis the difference between the lightning bug and the lightning." – Mark Twain (n.d.).

Effective leaders need to embrace and value diversity and cultural differences, and recognize that those differences can benefit their business rather than hinder it (Bishop, 2013). In order to do this correctly, organizational leaders, as well as other members of the organization, must research the cultures of other countries to better understand both the differences and similarities. If they are successful, and if they practiced due diligence during their research, they can use their knowledge as a competitive advantage for their business (Bishop, 2013).

When the employees of an organization see leadership embracing and advocating for diversity and cultural awareness, they are more likely to follow suit. The growth of the Internet, Web sites, and various forms of electronic communication such as email and Skype have helped to bring everyone within an organization closer together.

References

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