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1. Intercultural management - definition

Intercultural management is the process that involves setting directives, plans, and actions within an environment where people come from different cultures, religions, and countries. Its purpose is to ensure that everyone can understand each other and work together toward a common goal. The main objective is to align all stakeholders so that they move in the same direction.

2. Example of intercultural management in practice

During my work as a Production Manager in a company in Peru, we initially worked with only one international client based in the United States. However, their procurement team consisted of Latin American professionals (Mexican and Cuban). Because we shared similar cultural backgrounds and communication styles, we used informal channels such as WhatsApp to discuss quotations, production questions, and modifications. This made communication fast and agile for both sides.

Later, we began working with a new client, also located in the United States, but their procurement team was composed of US-based professionals. At first, we experienced communication delays because we tried to use the same informal approach that had worked with our previous client. During a meeting between my Key Account Manager and the client's team, they informed us that the use of informal channels like WhatsApp was strictly prohibited. They required all communication to follow formal procedures, using standardized formats and email.

After we adapted our communication style to their expectations, the collaboration improved significantly. Within a few weeks, we achieved clear, efficient, and timely communication between both companies.

3. Points needed to build strong effective intercultural team
   A. Respect for differences among people (culture, religion, language, working styles, etc.).
   B. Clear procedures for communication and coordination, ensuring all team members understand how to share information and interact effectively.
   C. Adaptability to address challenges, adjusting behaviors and strategies as intercultural issues arise.