



Press release

ESAE masterclass looks at the European manager

October 2008

ESAE - the European Society of Association Executives - was pleased to welcome senior association professionals to a seminar-based masterclass in Brussels on 16 October, the latest in its *Understanding Leadership* series.

The European Manager was the title of an investigation into cultural profiling led by Stuart Dixon, Director of the Euro*MBA at the Universiteit Maastricht Business School.

"Does the European manager exist?" was the essence of the debate, setting the scene for an investigation and analysis of cultural types. Dixon began with an overview of Hofstede's cultural dimensions – looking at social orientation, hierarchy, uncertainty and goals - and Trompenaars' additional cultural dimensions (examining features such as identification with a social group or emphasis on achievement) which went further in establishing quantifiable benchmarks for cultural activities by region.

This overview set the scene for a lively discussion on applications of the cultural analysis in terms of European associations. The group debated how cultural norms are likely to impact association management – from long-term planning strategies to the day-to-day interaction with staff, partners and members. "Certain less obvious cultural markers allow us to differentiate among groups, increasing our understanding and allowing us to adapt strategies across borders," comments Dixon.

The seminar is part of ESAE's ongoing forum for debate for association executives in Europe.

Ends

Notes to Editors:

ESAE - the European Society of Association Executives - is the premier, European association supporting and representing association managers in Europe. ESAE provides an international framework for round-tables and presentations throughout the year, highlighted by keynote speakers from senior levels in industry, government and association management.

ESAE members enjoy a range of opportunities to learn and exchange ideas and insights with other association executives across the continent and beyond. Throughout the year, members can access a wealth of events, seminars, networking initiatives and educational activities supporting their ongoing requirements for continuing education, professional recognition and information exchange.

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