

***'Mentoring in cross-cultural communities'***  
**Servant-Leadership Symposium**

Monday, 29 April 2019, 09:00-12:45 hrs  
Vrije Universiteit Amsterdam

Multiculturalism is here to stay. Now, more than ever, a leader's capacity to both direct the organization and its multicultural members, while at the same time work in their service, is required. This servant-leadership capacity is being recognized as a vital capacity for making your organization culture proof and create a community broad sense of belonging. Though highly relevant today, servant-leadership is not new. Its principle is embedded in a way of life, which has been recognized and expounded upon in all parts of the world throughout history, and across all cultures.

This symposium *'Mentoring in cross-cultural communities'* is the 18<sup>th</sup> in an annual symposium series embedded in the Master course Cross-Cultural Management. The symposium is a meeting place for students and professionals to strengthen the link between theory, business and society. The world is changing rapidly; this 24/7 organization calls for a compassionate leader, a leader who is a community builder, an active listener, a mentor who is able to reconcile high-tech versus high-touch. How to be a mentor, steward or motivator for your employees, your mentees, and your customers across cultures? How can executives in their mentorship role give back to society? Renowned keynote speakers will highlight the state-of-the-art in cross-cultural mentoring research, the emancipation of refugee communities through mentoring and dilemma reconciliation. After the plenary keynotes, parallel workshops will allow interactive discussion and networking opportunities.

We are delighted this symposium brings together cutting-edge thinkers and practitioners across disciplines and communities. This symposium will include case studies, keynote presentations and a plenary dialogue to shed light on the gentle art of serving and leading, and how leaders can bridge the gap between cultures and the (under)privileged members in society, to unlock their potential. The cross-cultural interplay between societal stakeholders is highly relevant in today's business world and CSR, responding to the engagement of (online) community members in search of their culturally unique sensemaking.

We look forward to meeting you at this special event.

On behalf of the organising team,

prof. dr. Fons Trompenaars & dr. Sylvia van de Bunt  
Chairpersons of this symposium and SERVUS co-directors

## Programme

- 09:00 Welcome and Opening, Lecture-room HG-8A-00 in VU Main Building
- Contextualizing the symposium theme by **Fons Trompenaars, Sylvia van de Bunt***
- 09:30 Keynote: *Children of refugees in education. Success stories: taking up leadership and institutional strengths*, by **Maurice Crul**, Professor Faculty of Social Sciences, VU,  
<https://comparativemigrationstudies.springeropen.com/articles/10.1186/s40878-018-0110-6>
- 09:45 Q&A
- 10:00 *Case study: Edu4U educational support institute for refugees*, by **Mohamed Baghdadi**, founding co-director Edu4U, VUmc Amsterdam
- 10:15 Q&A
- 10:30 Transfer to parallel Workshop rooms
- 10:40 Workshop I: *Culture for Business and other THT Apps*, by **Fons Trompenaars**. You will experience reconciliation of cross-cultural dilemmas through online tools. In particular the Mergers & Acquisition App and the Culture for Business App demonstrate the online mentoring potential in cross-cultural collaboration.
- 10:40 Workshop II: *Giving Back mentoring practice*, by **Charles Ruffolo**, founder Giving Back 'NetworkKing', [www.givingback.nl](http://www.givingback.nl), Amsterdam. He started the Giving Back Foundation to bring critical resources to the youth (from ethnic minority groups) that need them: "Mentorship shares a unique life experience while providing a new sense of direction".
- 10:40 Workshop III: *Cross-cultural innovations in online mentoring; Indian and worldwide experiences*, by **Adeel Ullah Hussaini**, Tata Consultancy Services, London
- 10:40 Workshop IV: *Mentoring Moroccan-Dutch Gamechangers*, by **Ilyes Machkor**, coordinator Worldconnectors ([www.worldconnectors.nl](http://www.worldconnectors.nl)). During this workshop we will take a look at the balance between personal leadership and community leadership. What are necessary skills for a community leader? As a participant of Class 2019 of the GameChangers Academy leadership program (<https://gamechangers-academy.nl>) Ilyes will share his experiences in setting up and executing a program aimed at empowering and mentoring a group of 50 high school children with a minority background. At the end participants will have identified skills required for community leadership in their environment and identified possibilities for change in their community.
- 11:40 Tea and coffee break in foyer of plenary room HG-8A-00
- 12:00 Plenary panel discussion with students, mentors and lecturers. Guest of honour is **Mpho Tutu van Furth**, co-founder of #I Too mentoring initiative, [www.mphotutuvanfurth.com](http://www.mphotutuvanfurth.com),  
<http://www.itoowomen.com>
- 12:45 Closure and farewell

With thanks to the Cloverleaf Foundation and VU School of Business and Economics for their empowerment and support of this event!

Information and registration: [servusdesk@gmail.com](mailto:servusdesk@gmail.com)