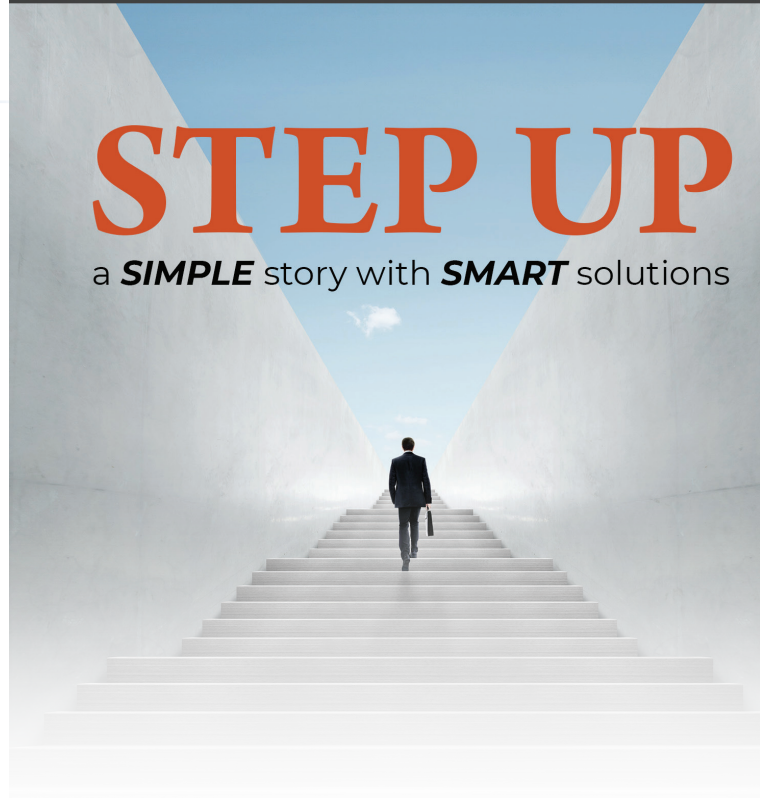




Overcoming Cross-Cultural
Differences Between Japanese and
Western Businesspeople

Avoiding cross-cultural conflict and bias in today's international workplace



Leland Gaskins Thursday, July 9th, 7:00 pm on Zoom

Cross-cultural conflict is a constant issue at international organizations in Japan. Cultural differences lead to bias, misunderstanding, and unfair judgments. Though often hidden, these issues have serious consequences. If left unaddressed, they are damaging to organizations and can be devastating to individual careers. Leland Gaskins' new book is a simple story that contains practical solutions to help recognize and overcome common cross-cultural problems. In this lecture, he will reflect on his experience working in the Japanese business community and on the process involved with developing this book to talk about applicable lessons that can be taken away for those engaged in any kind of intercultural relationship.

Leland Gaskins has lived and worked in Japan for more than twenty years. For ten of these years he served as principal Investment Representative in Asia for the State of North Carolina. In that role, he worked with numerous Japanese companies, assisting with their investments in U.S. operations. Prior to that, he was Senior Vice-President, Asia-Pacific, at Cognitive Arts Corporation, an industry leader in building high-impact experiential educational programs for universities, corporations and government. In this role, he focused primarily on workforce learning and development priorities at major Japanese companies and Japanese subsidiaries of Western firms.

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The Lakeland Lectures are a forum for researchers, students and members of the public to discuss contemporary issues affecting Japan. Lakeland University has offered a U.S.-accredited liberal arts program in Tokyo since 1991. Lakeland's main campus is in Wisconsin, USA and was founded in 1862.