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Master Thesis Topic **Leadership, innovation and multicultural environments in Mexico: Innovative Strategies for International Leaders**

Project Work

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Abstract:

Leadership, innovation and multicultural environments in Mexico: Innovative Strategies for International Leaders

Mexico needs leaders that understand the multiculturalism of international relationships and that are able to apply innovative strategies, which help them to cope, respond and adapt to the global challenges, in order to become a more competitive country in the international environment and to boost the local development.

The aim of this paper is to develop innovative tools for international leaders in Mexico who work in multicultural companies and a leadership model as a guide in their daily activities that help them to expand their leadership skills and as consequence become better leaders.

In order to have a general overview of what leadership means, this document will review the main concepts associated to leadership, the differences between managers and leaders, two types of leadership styles that can be related with the international management due to their level of flexibility and the main differences that exist between local and international leaders.

Another important subject in this document is the innovation. When the concept of innovation is mentioned, many ideas come to our minds, such as inspiration, creativity, inventions, ideas, etc. However, in order to understand this principle, this document will define the key concepts related to innovation.

The Mexican population is recognized for a good capability to improvise and modify their environment in order to solve problems. Nevertheless, there is a huge gap between this capability and the development of innovative projects, because in Mexico, innovation is not, a capability developed in the society and this document will explain why.

The focus of this paper is based on the Mexican society, which is why it will be very critical to understand two important aspects, the first one is the leadership in Mexico through the history, identifying how some events during the time have developed and formed the actual leadership style. The second aspect is the Mexican culture, in order to analyze some key characteristics of the Mexican society and compare it with some developed countries.

Other important factors considering the need of international leaders in Mexico are the effects of the globalization, internationalization, trade and



economic trends. These concepts will be developed by understanding their meaning and applying them in the general and local scenario to see which is their role in the development of international leaders.

Some interviews were made to foreigners that worked with Mexicans, asking them about the cultural differences that they found, the similarities and the opportunity areas that Mexicans could improve in order to overcome those differences. Their answers were used in the development of the tools for Mexican leaders.

It is also important to understand the perception of the leaders in multicultural environments in Mexico, from the Mexicans point of view; which are the main challenges of working with foreigners, the type of communication that is used, the main differences and similarities that exist, who are the leaders that the Mexicans admire and their sector of development. These answers were used in the understanding of the Mexican needs, culture and perception and therefore applied in the development of the leadership model and tools.

In the last chapter a leadership model, focused on the general requirements needed to become an international leader was built, this model considers the main capabilities that Mexicans need in order to overcome the problems, challenges, differences and barriers that are presented in a multicultural environment.

By last, in this paper 6 tools were developed, these tools will help the Mexican leaders to overcome the challenges identified by the Mexicans and the opportunity areas mentioned by the foreigners that had experienced the Mexican culture.

The tools and model are important because they will represent a guide for the Mexican leaders of what are the capabilities required if they want to become international leaders, it can help them to identify their actual situation and understand what are the following requirement in order to grow and increase their capabilities.

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