

2-Day Intercultural Awareness

Introduction

Today's successful managers and their staff require the skills to operate in the global marketplace, to understand the cultural implications of diversity and the ability to turn cultural difference to a competitive advantage.

The growing need to negotiate and communicate effectively across cultural boundaries demands a high level of understanding of the ways in which different cultures approach issues. The sooner Cross Cultural Awareness can be appreciated; the sooner individuals develop the potential to become the international managers and facilitators of tomorrow.

In today's multicultural society, we have to increasingly interact with people from different cultures, whether it is selling to Chinese clients or working with people from India or Poland. This two-day **hands-on, interactive, fun and thought-provoking** Intercultural Awareness Workshop is key to managing these interactions successfully.

It is good to note that without an appreciation for cultural diversity, attempting to cross cultural barriers has an over 90% chance of failure.

Agenda

- What is Culture
- The importance of Cultural Awareness
- Theories of Cultural Concepts
 - Edward Hall
 - Geert Hofstede
 - Fons Trompenaars
- Communication across cultures
- How to give difficult messages
- Cultural Characteristics in:
 - Middle East
 - Russia
 - China
 - India
 - North America
- Non-verbal Communication
- Team Building across Cultures
- Team Motivation and Management across Cultures
- Negotiation across Cultures
- Lessons Learned

Take away benefits

- In-depth cultural awareness and understanding of the impact of cultural differences
- The necessary foundation and tools to become culturally competent
- A better understanding of the cultural challenges facing multicultural workplaces
- The opportunity to enhance cultural sensitivity and competence
- Practical tools to reduce cross-cultural misunderstanding and encourage positive cross-cultural working relationships

Audience

All managers and staff who need to communicate and work with clients or colleagues from other cultures.