



## Working Effectively Across Cultures

delivered by:



**An introductory intercultural sensitization workshop designed to enhance communication skills with customers, suppliers and colleagues from different business cultures worldwide.**

This workshop is an introductory cultural 'sensitization' workshop. It is designed to help participants to understand, experience and develop effective cross-cultural communication with customers, suppliers and colleagues from a variety of different business cultures. Its overall target is to provide participants with a challenging and stimulating experience of the importance of cultural adaptation in their business life and also to equip them with a tool with which to prepare personal strategies for communicating their business messages effectively across cultures.

### **Specific Targets**

- To provide participants with an overview of the positive and negative effects of cross-cultural business communication in a dynamic, practical, challenging and enjoyable training atmosphere.
- To provide participants with a tool and a 'language' to analyse and adapt to each others cultural viewpoints and behaviours with a view to minimising misunderstandings and to creating a basis for improved cross border communication.
- To analyse and compare key aspects of a range of business cultures relating to TLC's members' operations e.g. China, India, Korea and France.
- To leave the participants with a strong sense of the importance of cultural adaptation and the determination to apply their new learning to their actual job situations.

### **Workshop Leader**

Since 1993, Brian Howe has been a trainer, adviser and coach in the area of cross-cultural communication to some of the world's leading companies and organisations. His company, Jacaranda Training, delivers workshops and consultancy services throughout Europe and beyond.

### **Workshop Programme**

#### **Meeting & Greeting**

Communication seen as 'programmed behaviour'. An Introductory demonstration.

#### **What is 'Culture'?**

Understanding ourselves before we try to understand others.

#### **Communication as the Vehicle for your Message**

#### **The Planet Simulation**

Finding out what it's like to be on 'the other side'!



## Working Effectively Across Cultures

delivered by:



### **Putting Ourselves on the Culture Matrix**

Using the Jacaranda Culture Matrix to identify what we have in common and what might separate us from a variety of other business cultures.

### **Where it Matters: The Key Business Pressure Points**

Where your communication vehicle can enhance or hinder your message across cultures. A brief overview of such situations as meetings, presentations, time orientation, telephone calls, people management, decision making processes & electronic communication.

### **Arguing & Defending Your Case Across Cultures**

A Review of Different Thinking processes around the world.

### **Focus on Key 'Culture Zones'**

A brief overview of some of the key business behaviours in countries and regions around the world.

### **Open Forum**

Sharing experiences so far. Next steps.

Note: Participants will receive a short pre-session questionnaire to allow the trainer to focus the workshop on specific experience and need.

### **Next Steps**

Meeting the World is an introductory programme for those doing business in any culture of the world. For those requiring more depth on specific business cultures, a series of country and region specific programmes is available e.g. Working Successfully with China, Working Successfully with Japan, Negotiating with the French.

**Maximum number of delegates: 15**

**Cost: 2 units**

To register please email our Training Co-ordinator on [registrations@thelearningcollaboration.com](mailto:registrations@thelearningcollaboration.com)