

Meeting the cultural challenge

This course helps you to be more aware of different ways of working internationally. It will increase your self-awareness and your ability to communicate and co-operate with colleagues and partners from other cultures.

We will work with you to develop a course that suits your needs. You can select the elements you want to include.

Duration 1 day

Group size Maximum 14 people

Who for *People who work with colleagues, customers or suppliers from different cultural backgrounds (either face to face or remotely), and who want to improve their communication and working relations.*

Objectives

- *To raise your awareness of how culture impacts on the way we think, behave and communicate*
- *To help you to analyse and understand different cultures*
- *To improve your relationship and your ability to communicate with colleagues and customers from different cultures*
- *To help you achieve better results in a multicultural environment.*

Modules

- 1** *How we see others and how others see us*
- 2** *Key dimensions of cultures*
- 3** *Interpreting culture-specific behaviour*
- 4** *Intercultural communication tools*

Why do this course?

Today, businesses are all multicultural – as are people. You show one persona at work, a slightly different one at your children's school and yet another one socialising with your friends. What's more, your friends and colleagues may well come from different backgrounds, hold different beliefs and be motivated by different things. The diversity of people makes the modern world more exciting, and provides a great opportunity for businesses to become more creative. However, it is also a challenge as it is easier for misunderstandings to develop.

That's why it's essential to gain a greater understanding of the diversity of people around us. The first step is to understand ourselves and the influences that have shaped us. Only then can we start to get insights into the different behaviour patterns of others. By understanding the effect of culture on the way we think, communicate and behave, we can improve the effectiveness of our communication and working relations.

Benefits

By the end of the course you will be able to:

- 1** analyse yourself, your own reactions and behaviour in cultural terms
- 2** use different approaches with good effect
- 3** analyse other cultures and understand how they operate
- 4** improve your relationships and your ability to communicate with different colleagues and customers
- 5** achieve better results in a multicultural environment

Course content

We take a culture general approach in order to cover the widest range of possibilities. We also want to avoid generalisations and tips such as “how to give your business card in Japan”. Instead, we use the experiences of the participants and the trainer to develop understanding and appreciation of different ways of doing things.

1 How we see others and how others see us

Communication is much more than just words – it is a whole range of behaviours and interpretations. Unfortunately, we tend to ascribe motivations that are similar to our own and we rush to make judgements. This can lead to misunderstandings and even conflict.

- ◆ Your communication style -how it affects others
- ◆ Different communication styles – how they affect you
- ◆ Your values and what they imply
- ◆ Stereotypes and how to use them constructively

2 Key dimensions of cultures

Extensive research has led to the development of a number of cultural dimensions. These provide a useful tool for understanding both yourself and others. They have great explanatory power and – as long as they are not used just to highlight conflict and problem areas – can really help you to see what is going on.

- ◆ Tools to help you understand how different cultures operate.
- ◆ Illustrative situations

3 Interpreting culture specific behaviour

Intercultural ability can only be developed by doing. By looking at a number of cases and using your own experiences to analyse them, you can increase not only your awareness but also your behavioural repertoire.

- ◆ What is behind behaviour

4 Intercultural communication tools

There are various ways in which we can all modify our communication behaviour so as to be more effective in different situations. Here, we will work together to find the best way for you to communicate in different situations.

- ◆ The most effective way to communicate internationally

Elements that can be added

Your group may choose to focus on a particular country or profession.

You may want to look at specific ways of doing things in an intercultural environment (e.g. recruiting people, running a meeting).

Our approach

The course comprises both theoretical input and practice activities, such as simulations, critical incidents and role-plays. We draw on the wealth of experience among the participants in order to develop appropriate strategies.

At the end of the course...

We provide each participant with a handbook that summarises the main theory and principles of intercultural dimensions along with many example situations that will enable you to keep thinking about yourself and others.