

Content

Fundamentals

- what are we talking about when we use the word 'culture'?
- a simple model to apply when approaching a new culture; five elements
- what makes a culture the way it is?
- your own personal cultural preferences
 - how your preferences may differ from international business partners or colleagues

Communication and behaviour

- in 'single', 'normal' and 'global' English
 - ensuring your English is clearly understood
 - behaviours that may alienate others
- behaviours that you may find surprising
 - how to adapt your style

Doing it!

- realistic business simulations drawn partly from your own experience
 - preparing for meetings; determining your strategy
- role-play based practical sessions to experiment with different approaches.

Cross-Cultural Business

Business Skills

Your work brings you into contact with business people and professionals from countries and cultures that are different to your own.

You must ensure that you manage the cross-cultural aspects of doing business in order to get the most out of your international relationships.

You need to adapt your communication style and behaviour to suit the full spectrum of people with whom you are involved in international business to ensure that you avoid potentially costly misunderstandings.

Benefits

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

- understand what is meant by the word 'culture'
- understand your own personal cultural preferences
- develop a broader range of behaviours
- work better with people from other cultures
- have practical experience through participating in case studies
- adapt your behaviour and communication style to suit your international business partners or colleagues.

Approach

Drawing on your own international experience and that of other participants, you will be involved in discussions and practical activities focusing on the nature of culture itself and particularly the cultures with which you work. Our skilled and internationally experienced facilitator will involve you in relevant, practical case studies and role-plays in order to help you apply newly acquired knowledge to business situations.

Who should attend?

Anyone involved in, or about to become involved, in international business anywhere in the world.

Programme information

Duration: One day
Price: £375 (excluding VAT)

Dates and locations:
12th June 2008 • London
13th November 2008 • Midlands
26th March 2009 • Surrey

For further details please call
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