

FOCUS ON...

Cultural Awareness

25% of companies have identified a lack of cultural awareness as an obstacle to doing business internationally

International business is more complex now than it has ever been before and success in every industry is increasingly measured in global terms. However, according to Kevin Fox, Managing Director of Business Linked Teams, for multinational organisations with diverse workforces, achieving integrated and highly effective cross cultural team relationships can be an illusive goal.

"The challenge that most organisations have with cross cultural training is their inability to be able to really measure the benefits of the training in financial terms" says Fox. "While this is clearly an important piece of data to get to grips with, I believe the real question is: can you quantify the risk of not providing the right training?" – Fox's challenge is especially relevant since respondents to a recent survey highlighted that they believe up to 25% of international business deals fail through lack of cultural awareness and understanding (Source : Fresh Thinking Business).



5 Top Tips for Running Virtual Meetings

- ✓ Slow down your speech – speak clearly and ensure your pronunciation is correct
- ✓ Ask one question at a time – wait for a response before moving onto the next question
- ✓ Summarise back what has been said to check understanding
- ✓ Avoid jargon and colloquialisms – stick to simple words and phrases and be prepared to expand on each one
- ✓ Research your target culture – make sure you understand the local etiquette and tailor your approach to match it

Develop your Team's Cross Cultural Communication

The BLT Cultural Awareness training programme is a highly pragmatic programme focused on giving delegates a range of practical skills and techniques that they can use straight away. Delegates will learn to:

- ✓ Identify differences between common cultural groups
- ✓ Use a variety of tools to develop effective multi-cultural relationships and adopt localised business etiquette
- ✓ Build rapport and deal with difficult situations that arise as a result of cultural differences so that they can manage them to achieve a win/win outcome
- ✓ Enable teams to blend 'business' culture effectively with 'geographical' culture
- ✓ Work effectively with customers and colleagues from diverse cultural backgrounds

In the News . . .

Respondents to a recent survey by GMAC, a global relocation company, rated cultural awareness training as the third most important activity that an organisation can participate in to increase the ROI (return on investment) from international assignments and cross cultural team working.

According to the research, 84% of responding organisations now make cross cultural training readily available to their employees. Those championing the cause highlight the major benefit as the ability to provide individuals with the cultural sensitivity and techniques to reduce misunderstanding and mis-communication at the same time as leveraging the benefits of cultural diversity.

Tailoring Programmes to Meet your Needs

At Business Linked Teams, we have a significant amount of experience in helping organisations to identify and develop high quality training solutions that are tailored to meet their employee's needs.

If you would like to find out more about how our Cultural Awareness programme can be tailored for your organisation, then please contact us on 00 44 (0) 845 519 0121 or visit our website www.businesslinkedteams.com.