

1 – 2 Day Programme

A programme for business professionals who want to learn how to work effectively in a diverse cultural environment and how to leverage that diversity to achieve outstanding business results.

This programme will provide participants with a detailed understanding of the strategic importance of cultural diversity in international businesses today. The programme focuses on developing the individual's cultural awareness and covers the skills and techniques that they will need to use to operate effectively and manage teams in a diverse environment.

This programme incorporates a variety of practical elements and participants are encouraged to share their own experiences from the workplace. Participants will also be given the opportunity to develop strategic plans for leveraging the potential of cultural diversity in their own team or as part of their own role.

Programme Content

- The strategic importance of cultural diversity
- Identifying and understanding key cultural groups (*e.g. US, ASIA, Nordic, China – selected groups can be tailored by the organisation*)
- Recognising cultural assumptions
- Understanding how culture affects behaviour
- Overcoming cultural barriers
- Building relationships with people from different cultures
- Managing a 'business' culture within a 'geographical' culture
- Managing cultural differences in a customer relationship
- Maximising the effectiveness of a multicultural team or project

Additional Benefits

Participants attending this programme will receive:

- A full colour reference manual
- A cultural awareness checklist and toolkit pack



Business Benefits

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

- Take a strategic approach to multi-cultural diversity
- Harness cultural diversity to achieve business objectives
- Identify differences between common cultural groups
- Use a variety of tools to develop effective multi-cultural relationships and adopt localised business etiquette
- Build rapport using a variety of advanced communication techniques
- Deal with difficult situations that arise as a result of cultural differences and manage them to get a positive outcome
- Enable teams to blend 'business' culture effectively with 'geographical' culture
- Work effectively with customers from diverse cultural backgrounds

Testimonials

"This programme covers hundreds of tips that really help people to build bridges and work together"

"Insightful and thought provoking"