Cultural awareness is **key** to successful communication with your international colleagues and clients.

This course will help you **communicate better** with other countries and cultures, and understand how to interpret their actions and behavior. You will develop the global mindset and intercultural competence you need to manage international teams, to navigate successfully through multicultural meetings and negotiations, and to socialize and network.

For more details please visit: [www.tjtaylor.net/english/courses-cultural-awareness](http://www.tjtaylor.net/english/courses-cultural-awareness)

### Complete Programme

#### Day 1

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<tr>
<th>Activities</th>
<th>Objectives</th>
<th>Timing</th>
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</table>
| **What is culture?** Presentation of key concepts: definition, the 'iceberg’ metaphor, visible and hidden aspects of culture, ‘common sense’, and ways of making sense of national differences, cultural preconceptions and assumptions | Develop a common language to talk about national cultural differences  
Share and compare pre-conceptions about other cultures; to share experiences of culture shock | 2 hours |
| **The 7 dimensions of cultural difference**  
Hierarchy/egalitarianism, group focus, relationships, communication styles, time orientation, change tolerance, motivation/work-life balance  
**Questionnaire** to establish your personal cultural style | Use a model that looks at national cultures along seven dimensions of cultural difference  
Understand your own national culture and your personal cultural preferences  
Simulation: use the tool to explore other national cultures and make predictions about what to expect when doing business with them; briefly present similar models and show what resources are available on the internet (e.g. Hofstede) | 2 hours |
Cultural Styles of Communication
How to speak Globish: strategies for coping with language barriers in teleconferences
Communication in companies: Power Distance and other dimensions
High vs. Low-Context Cultures
Written and spoken styles of business communication

Introduction to the Cultural Detective approach to understanding different nationalities: an example national culture: 5 key value lenses

Discuss and present strategies for coping with language difficulties
Present a checklist of ideas that describe aspects of business communication to take into account when preparing to do business across national boundaries
Try out the checklist to devise strategies for effective communication with different nationalities

Day 2

<table>
<thead>
<tr>
<th>Activities</th>
<th>Objectives</th>
<th>Timing</th>
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<tbody>
<tr>
<td>Cultural Conflict Stories: Case histories and simulations focusing on misunderstandings associated with different cultural lenses. Using the Cultural Detective tool to interpret them and plan for avoidance.</td>
<td>Simulate and analyze the different points of view in situations of misunderstanding and conflict between different national cultures: identify pre-conceptions and assumptions, identify the lenses at play, then identify strategies for avoiding future misunderstandings.</td>
<td>3 hours</td>
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<td>Situations that could have been avoided: business case histories of cultural conflicts. The quick win strategies that could have prevented them.</td>
<td>Analyse two case studies of cultural conflict which resulted in serious losses for the companies involved. Present and brainstorm strategies for doing business successfully across borders.</td>
<td>1 hour</td>
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<td>Understanding your own culture: your 5 key value lenses.</td>
<td>Understand what makes your national culture unique, and what other nationalities might find confusing about your culture. Describe your culture with its values and behavioural practices to people from other cultures.</td>
<td>2 hours</td>
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<td>Creating effective global teams: Simulation: preparing for a series of cross-cultural teleconferences</td>
<td>Simulate a multinational meeting: work together to anticipate problems that could arise in a cross-cultural team and formulate strategies for preventing them and dealing with them.</td>
<td>2 hours</td>
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Contact Us
If you would like to learn more, or if you have any questions, please contact us:

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