

# CROSS CULTURAL COMMUNICATION

Working effectively in diverse cultures by adapting your communication style

## What is it about?.....

A globalised world demands that we think, speak and act beyond our borders. Communicating effectively with people from different cultures is vital if we want to be successful professionally. We must learn to adapt our expectations and communication styles. This workshop provides valuable insights into how cultures vary and what you need to do to benefit from intercultural and international relationships.

## Who should attend?.....

Anyone employed by a multinational organisation, particularly those working as expatriates; regularly travelling outside of their own country; or regularly dealing with colleagues, clients and other stakeholders outside of their country.

## Learning outcomes.....

- Recognise how behaviour and attitudes vary by culture
- Apply key models of cultural behavioural differences to business practices
- Recognise differences in verbal and non-verbal communication
- Accurately modify expectations depending on the culture they are dealing
- Appreciate the work ethics and approaches of different cultures
- Adapt behaviour to fit the cultural norms of their business partners
- Build stronger cross-cultural working relationships
- Overcome obstacles to effective business through enhanced interpersonal sensitivity

## Benefits.....

Your organisation will improve the cross-cultural relationships among your staff. A better understanding of how cultural behaviours differ will enable employees to adapt their expectations, reducing misunderstanding and conflict.

## Course structure.....

- Achievement vs Relationship cultural styles
- The course utilises the models developed by Trompenaar and Hofstede and include understanding cultural difference on a number of dimensions:
  - Uncertainty avoidance
  - Masculinity/femininity
  - Power distance
  - High context/low context
  - Individualism/collectivism
  - Achievement/ascription
- Time consciousness (monochronic vs polychronic chronemics)
- Personal Space (personal/physical proxemics)
- Touch and culture (haptics)
- Clothing and personal display
- Gesture
- Gaze and facial expression