
COURSE DESCRIPTION

W041 – Intercultural Sensitivity and Effectiveness (Basic)

Course goal

This course enables participants to raise their awareness and develop their understanding of the critical role of culture in building sustainable relationships across cultures.

Main learning objectives

- To raise awareness and develop understanding of the critical role of culture in building sustainable relationships across cultures.
- To learn how to identify and overcome cultural barriers to successful performance.
- To be able to recognise the stereotypes and perceptions that we have of other cultures, that they have of us and what the implications are.
- To learn about one's own communication style preferences, how these preferences vary across cultures and how to adapt one's own style for maximum effectiveness.
- To be able to recognise the positive potential of cultural diversity in business situations and to use this diversity for maximum mutual benefit.
- To become a more effective member of an international team or working group.

Participant profile

Administrative and technical staff from product management, key account management, marketing, sales, project management etc., dealing directly with Business Partners from all over the world, i.e. employees who wish to develop key skills and strategies for improving communication and building relationships across cultures to achieve work objectives.

Prerequisites

Function according to „Participants“ and open to learning how to recognize, accept, and adapt to cultural diversity.

Topics

- Session 1:
Welcome and introductions / Establishing objectives / What is culture?
- Session 2:
Why is understanding culture important? / Simulation – The visitors
- Session 3:
What are the difficulties in working across cultures? / Perceiving other cultures / The importance of values
- Session 4:
Communicating across cultures / Simulation – Cross cultural speed dating
- Session 5:
How to more successfully work across cultures
- Session 6:
Key activities in the international workplace – Meetings / Negotiations / Motivating others
- Session 7:
Simulation – Overcoming differences / Conclusion / Building a personalised action plan

Course type

This is a face-to-face class room training with min. 6 and max. 12 participants.

Learning methods and tools

The workshop will be experiential, highly interactive and dynamic requiring full and active participation from each of the participants. Critical incidents, video clips, simulations, role plays, assessment questionnaires and guided discussion will be used to enable participants to really experience the impact of diversity on daily business practices and to develop approaches for understanding and maximising the potential of culture in building successful business relationships. The workshop will be tailored to participants' needs and the working language will be English.

Laptop or tablet is required to have access to the e-documentation. Please bring your own device.

Duration

2 days