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## COURSE DESCRIPTION

# W083 – Intercultural Sensitivity and Effectiveness (Advanced)

### 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 review the six critical dimensions of culture and how to apply them
- To deepen knowledge and understanding of how culture influences our professional behaviours
- To explore how to apply this knowledge and understanding to drive improved performance in specific professional situations, especially in remote / virtual communication
- To learn more about how to operate more successfully in specific cultures chosen by the participants
- To exchange concrete cross-cultural experiences, ideas and solutions with other participants

### 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 „Participant profile“ and open to learning how to recognize, accept, and adapt to cultural diversity. Attendance of course W041 Intercultural Sensitivity and Effectiveness (Basic) or relevant experience is recommended.

### Topics

- Session 1:  
Welcome and introductions /Exchange of experiences and challenges /Reviewing the six critical dimensions of culture and how to apply them
- Session 2:  
Exploring value systems / Forum for presenting and discussing cultural challenges – Cultures 1 & 2
- Session 3:  
The challenges of remote and virtual management and communication / How to be inclusive when working across culture, especially in conference calls and meetings, and how to leverage difference
- Session 4:  
Forum for presenting and discussing cultural challenges - Cultures 3 & 4 / Top Ten Tips for working successfully across cultures, Summary and course evaluation

### Course type

This is a face-to-face class room training with min. 7 and max. 12 participants.

### Learning methods and tools

The workshop will be highly interactive, intensive and dynamic requiring full and active participation from each of the participants. The content will be influenced by the responses to the pre-course questionnaire, the experience which the participants have and the challenges and cultures which they wish to focus on. Each course will therefore have a clear structure which will be tailored to meet the needs and interests of that specific group.

Case studies, video clips, trainer input, guided discussion, participant presentations – a combination of different elements will be used to enable the participants to maximize their learning both from the trainer and from each other. The working language will be English.

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

**Duration**

1 day