



Workshop Overview

Improved transport, logistics and technological advancements are resulting in organisations becoming increasingly global in their activities and structure, the need to understand and communicate well with other cultures has become very important – this is especially true for UK-based businesses post-Brexit. For the UK to succeed post-Brexit, intercultural skills will have to play a pivotal role. Research has shown that very few businesspeople are confident enough to conduct business deals in a buyer's language so to compete in a global marketplace businesses must prepare for the cross-cultural communication need.



Benefits

This course will provide delegates with a valuable set of models and insights into how cultures vary and what they need to do to make the most of intercultural and international relationships, useful comparisons are made between such cultures such as the US, UK, Northern Europe, Japan, China and Russia.

Outcomes & Content

- ✓ Recognise cultural behaviours and attitudes
- ✓ Apply key models to business practices
- ✓ Differences in verbal and non-verbal communication
- ✓ Achievement vs relationship cultural styles
- ✓ Uncertainty avoidance
- ✓ Masculinity/femininity, Power distance
- ✓ Individualism/collectivism
- ✓ Personal Space, Clothing and personal display
- ✓ Gesture, gaze, facial expression
- ✓ Modify expectations depending on the culture
- ✓ Appreciate the work ethics of different cultures
- ✓ Adapt interpersonal behaviour to fit
- ✓ Build stronger cross-cultural working relationships



Who should attend ?

Anyone who either travels to other countries or communicates with staff from different regions, this may include people in procurement, sales and marketing roles and managers responsible for diverse teams.

