

marcus evans linguarama

Global Communication Skills Training

Cultural Competence Training

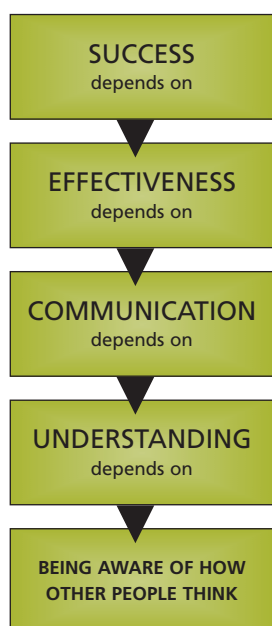
A programme for international business success

- Cultural Insight
- Self Awareness
- Communication Styles
- Business Skills
- Minimising Conflict
- Strategies for Success



Why Cultural Competence?

Cultural Competence in the Global Market Place. Over the past 10 years **marcus evans linguarama** has helped a growing number of companies to operate effectively in the global market place and build successful international teams. Cultural competence training helps you to understand how and why your colleagues, contacts and customers think, act and do business in the way they do and also what they think of you. Then you can devise strategies to build good relations and succeed in international markets. You will find that the need for cultural competence is vital for minimising misunderstandings and avoiding conflict.



Isn't it obvious that people from different cultures will do things differently?

Cultural differences can result in a variety of approaches to business, even when English is used as the common language. Cultural competence training can help you succeed, by raising awareness of:

- How people from other cultures think, behave, and approach business
- How they see you
- Potential problems and equipping you with strategies to resolve them
- How to improve your working relationships across cultures
- How to use cultural diversity to advantage by harnessing different approaches and competencies

Why do companies choose Cultural Competence Training?

There are five main reasons:

- Building multi-cultural teams
- Managing mergers and acquisitions
- Fostering contact with global clients
- Facilitating successful staff relocation
- Winning international business

What are the aims of Cultural Competence Training?

- To raise awareness of cultural factors, the values and attitudes which affect business
- To provide participants with knowledge of potential problem areas
- To develop effective strategies to minimise misunderstanding and avoid conflict
- To learn how to exploit the benefits of working across cultural barriers

Who are the trainers?

marcus evans linguarama's cultural competence trainers are very experienced and have lived and worked in a variety of different cultures.

Which theories do you apply?

marcus evans linguarama's training is very practical but we encourage participants to have flexible models based on well-known research by Hofstede, Trompenaars and Edward T. Hall.



The Linguarama...

...Cultural Competence Training Seminars.

Working Across International Cultures

This seminar provides a practical introduction to cultural competence and the relationship between culture and business. It is broad in approach and examples are given from many areas in the world in order to show the range of different values, attitudes and approaches to everyday business activities. Participants consider how their own cultural background influences the way they work and think about the world, before looking at other cultures. Various awareness-raising activities are used to:

- Define and understand "culture" and its implications for business success
- Consider participants' own values and how these affect business attitudes and behaviour
- Distinguish between cultures that participants encounter and how they are perceived
- Examine different approaches to management, decision-making and communication
- Consider how to communicate effectively and minimise misunderstanding

Outcome

Participants will be able to maximise their effectiveness in building relationships and communicating with clients and colleagues in a range of different business situations.

Working with Specific Cultures or Regions

This culture-specific seminar explores in detail the values of a specific culture and the relationship between those values and approaches to business. Participants' awareness of a specific culture or region is encouraged by:

- Defining and understanding "culture" and its implications for business success
- Analysing participants' own values and how these affect business attitudes and behaviour
- Considering the key values and attitudes to business of the target culture
- Analysing differences in social and business behaviour and communication styles
- Preparing strategies to minimise problems and work effectively with the target culture

Outcome

Participants will have an informed awareness of values and attitudes to business in the target culture. They will be aware of potential pitfalls and will be armed with strategies to avoid breakdown and achieve success.

Open Group Seminars

The following courses are run as open programmes on fixed dates during the year and attract people from a variety of companies and organisations.

- Working Across International Cultures
- Living and Working in the UK
- Working with the Chinese
- Working with the Russians
- Managing Human Resources Across Cultures

Please contact **marcus evans linguarama** on +44 (0)20 7939 3200 for details of dates and venues.

Relocation Packages

A relocation package may be taken as a stand-alone course or as a combination of language and cultural competence training. An example could be a one week course, comprising four days of language training, plus one day of cultural competence training. In addition to key points about the target culture as outlined above, we can also include practicalities of living, working, and socialising if required.

Outcome

Relocations are more likely to be successful. Participants will settle more quickly into their new environment, adapt more readily to the new culture and work more effectively.

Leading and Working in International Multi-Cultural Teams

This seminar considers approaches to multi-cultural teams to facilitate harmonious and effective working relationships, effective team participation and how you can bring out the best in culturally diverse teams. Participants reassess their own attitudes and assumptions in a flexible and open-minded way. The seminar can focus on general team-building strategies for international situations or on specific cultures by:

- Analysing similarities and differences between cultures of team leaders and team members
- Distinguishing how these translate into different perceptions and approaches to everyday business
- Considering expectations and management styles across cultures e.g. influencing and decision making
- Developing effective ways to communicate directly and virtually with international team members
- Planning strategies to avoid conflict, minimise misunderstanding and sustain successful relations

Outcome

Participants will learn to harness the synergy in a multi-cultural team and to achieve their aims effectively without conflict.

Managing Human Resources Across Cultures

This seminar is designed for those involved in key aspects of international Human Resources such as recruiting, resourcing, monitoring, organising, training, promoting and deploying staff across a range of international cultures and for those who advise line managers operating in international markets.

- Defining how cultural attitudes and values affect HR policies and practice; applying researched models
- Distinguishing between your own and target cultures, different perceptions in business situations
- Focusing on the impact of culture on aspects of your work e.g. interviews, agreements, contracts, training
- Analysing how cultural differences lead to failure or success in developing and managing diverse teams
- Improving virtual and direct communication across cultures, considering best practice for your own work

Outcome

Participants will analyse the implications of research, share experiences of international HR and gain important insights into the effects of international culture on the different ways that they and their colleagues approach their work. They will have considered strategies for improving communication and for building better relations among their international staff.



Training Approach

- We work closely with you to analyse your needs and understand your priorities
- We ask participants to complete a pre-course questionnaire in advance of the course
- Participants explore their own work experiences and dilemmas constructively
- Sessions are interactive, using problem-solving activities, case studies and discussion
- Training may be taken in blocks of one or two days (or half days) to suit your needs
- Our training does not reinforce stereotypes. It raises awareness of the areas in which problems may occur and the fact that cultural differences can be approached in an open and strategic way
- Participants are provided with follow-up reading material and a booklist to assist them after the course.



For more information on Cultural Competence Training please visit www.linguarama.com or call our training consultants.

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