

WHEN YOUR BUSINESS
TAKES A NEW TURN
ACROSS BORDERS...

Cross-Cultural Awareness

WHO WILL BENEFIT FROM THIS SEMINAR?

The seminar is meant for people who for professional reasons work with people from other nationalities or live abroad.

WHY SHOULD YOU ATTEND?

You will learn to:

- Increase your awareness and understanding of your own cultural orientation.
- Accept that other people may have a different cultural orientation, which results from a different learning process.
- Reconcile the dilemmas inherent in cross-cultural encounters.

METHODOLOGY

- Presentations encouraging the sharing of experiences.
- Discussions, cases, exercises and simulations facilitating cognitive learning.
- Participation lectures with practical ideas on the effects of cultural differences on contract negotiations, decision-making processes, communication, expressing opinions and criticism, preparing a business trip, making appointments, ...
- The book "Riding the Waves of Culture" is part of the course material and completes the manual.

CONTENT OF THE SEMINAR

After an introduction to cultural blindness and the products of culture, the focus of the seminar lies on the importance of 'meaning'. The meaning behind cultural products will be discussed by using different dilemmas: Which are the universal social dilemmas that cultures around the world have solved in different ways and consequently result in many different cultural values? What is the impact of context on those values? How does culture solve the dilemmas we face using our life resources (time and nature)? How do we reconcile these differences in our daily communication? And how can we benefit from these differences when reconciling different values?

This program is an introduction to cultural differences in a business environment. It will provide a mix of global business skills and it covers a wide range of cultures. The course is an essential building block for everyone who works in an international business environment and wants to develop a better cross-cultural awareness.

PRODUCT RANGE:

Cross-Cultural Teambuilding



DURATION

The seminar lasts 2 days.

LANGUAGES

English.

LIMITED PARTICIPANTS NUMBER

16

I would like to be contacted for more specific information on **'Cross-Cultural Awareness'** by: phone email

Name:
First Name:
Company:
Title:

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