

## Doing Culture

### Program Introduction

People generally feel most comfortable amongst people from the same culture and can feel uncertain, embarrassed, or misunderstood when dealing with people from other cultures. They may not be familiar with the regulations, behavioral rules or values and beliefs of other cultures, and everything seems so different. The truth is, some things are indeed very different, yet on closer inspection, other things are actually very similar. Doing culture is a practical, feedback-oriented workshop exploring the power of cultural awareness and competence in international business. It will help participants understand how culture and cultural competence affects business across cultures in today's increasingly international workforce. The models introduced provide participants with a framework to become culturally more sensitive and competent in key situations, and to identify awareness and competence gaps they should keep improving in order to "do culture" more successfully.



### Content

- 🔊 'Culture': Definitions
- 🔊 Self assessment of participants' cultural intelligence
- 🔊 Cultural awareness and competence levels
- 🔊 Culture models: the iceberg and layer model
- 🔊 Cultural dimensions, similarities and differences
- 🔊 Efficient cross-cultural communication
- 🔊 Appropriate behavior in different cultures
- 🔊 Effective questioning and listening techniques
- 🔊 Compare the learning content with the corporate culture (corporate values, direction, image)

### Program Results

- 🔊 Understanding of culture and its meaning in an international business context
- 🔊 Knowledge of their current cultural intelligence level
- 🔊 Knowledge of major intercultural points of differentiation
- 🔊 Use appropriate and avoid inappropriate behavior in key situations
- 🔊 Basic adjustment of the language/communication style to match the receivers' communication context
- 🔊 Use basic questioning and listening techniques
- 🔊 Action plan for further development

### Who will benefit from this program?

Due to its highly participative nature, this workshop is designed for different organizational levels and can be run with multicultural teams or local teams only. In order to optimize the benefits for each participant, it is recommended that participants who share similar international work experiences be grouped together.

### Program length

This workshop is run over one full day, or over two consecutive half-days.

### Testimonial

"Doing culture workshop gave me good answers why I thought certain behavior of foreigners was inappropriate, but didn't seem to be wrong to them and their colleagues. Now I can understand this in a different way and approach people differently."

Shanghai 2008



### Moments of truth\*

- Building rapport quickly and showing empathy across cultures
- Being part of the "global village"
- Feeling at ease abroad
- Dealing with other cultures values and beliefs
- Showing curiosity about different cultures
- Representing an international company, or representing a local company in the international arena
- Understanding and interpreting social rules and behaviors

\* Situations and events in business in which specific knowledge and skills will make the difference between success or failure.