

Cross Cultural Awareness

With advances in Communication Technology, materialistic culture, aesthetics, travel, immigration and global business the World continues to shrink. We all live in a 'Global society' where different cultures are constantly rubbing against each other. It's overwhelming to see different working styles and way of communication across the Globe. What may seem right to one may seem different, 'absurd' or 'weird' to another culture.' How do I get myself understood without offending anyone' is what plays on a 'Global Manager's' mind.

A close look at our Global operations shows how culture, communication and human factors silently affect the effectiveness of business operations. There is a perceived need for cross cultural awareness to help us identify areas where difference in culture has posed challenges for us.

We have to understand the History/Geography/Climate of a place to be able to understand their Culture. In this workshop we go through in detail the factors influencing the culture of a place---'why people behave the way they do and what they expect of us to minimize loss of energy in our interactions with each other'.

Many social scientists, like Edward Hall, Geert Hofstede, Fons Trompenaars, have researched corporate cultures to add new polarities to understanding the system.

- Whether the society is 'individualistic or group oriented',
- Is there egalitarianism or hierarchical play?
- Is the society high risk taking or resistant to change?
- What is the communication style-direct or indirect?
- Whether the people are task oriented or relationship oriented?
- Do they view business as short term or long term?
- Is conflict confrontational or avoids confrontation?
- Is the decision making autocratic or consensus oriented?
- Is the negotiation style collaborative or competitive?
- Is the culture 'fluid time' or 'rigid time'?

All these and many more questions get answered in the workshops.

We are living in a World of "Customer focused business". Customers don't buy a product or a service, they buy an experience. The interaction between the organizations and the customer manifests itself in an experience. Therefore it is important to get the competitive advantage by ruling out possible areas of friction.

Through our workshop on Cross Cultural Awareness the people are able to

- Demonstrate increased cultural sensitivity and culture specific knowledge of relevant international cultures

- Identify one's own cultural profile and view it in the context of profile of relevant culture
- Plan out a strategy for adjustments which have to be made vis a vis the relevant culture
- Learn local business protocol to build 'cultural bridges'
- Learn to give and command respect

All these learnings will determine

1. Professional success of people
2. Financial success and survival of Business Houses
3. Lead to cost reduction
4. Global workforce competencies

The workshop will cover:

- Why culture counts/Why people behave the way they do
- The learning loop
- Communication across cultures
- How to make the right impression
- Achieving Cross Cultural Competence
- Dimensions of Cultural Difference
- Basic culture of various countries...Thriving in new culture
 - Country profile
 - History
 - Economy
 - Position in world economy
 - The people
 - Society
 - Culture
 - Languages spoken
 - Main festivals
 - Favorite sports
 - Holidays
 - Religion
 - Greetings/politeness
 - Media
 - Education
 - Dining etiquette
 - Essential Do's and Don'ts