

Course outline - Intercultural Business Communication

- Business culture as a science - Concrete intercultural theories
- The most prominent areas of cultural dissent cross culture
 - + Leadership (respect, decision making, hierarchy)
 - + Organisation (teamwork, time keeping)
 - + Communication (style, pace, tone, non-verbal signals)
- Case study - international negotiation. Participants observe and analyse Personal cultural profile
- Tools for cultural adaptation
- Use of "Globish" (global English) and interpreting common phrases (i.e. "no problem")
- Review and development of action plan



Course Outline - Doing business in your target country

These courses are designed for delegates who need to learn how to do business in a specific country. Specialists are available for all countries including UK, USA, Germany, Dubai, Japan, China and India.

A doing business in course typically includes:

- Own country/target country communication styles compared
- Cultural values and attitudes (time, space, group dynamics, authority, tasks, relationships)
- Own country vs target country business etiquette
- management styles in own country vs target country
- Leadership and decision making in both countries
- Team working selection in both countries and motivation and feedback
- Presentation and listening styles from both countries
- Language issues in target country
- Follow-up telephone sessions