

COMMUNICATING ACROSS CULTURE: INTER-CULTURAL COMMUNICATION SKILLS

This three-day intercultural communication skills training gives you a number of tools for facilitating the process of intercultural business and professional communication.

It will enable you to:

- Become more aware of your own cultural paradigms (How do others see me?)
- Understand and respect cultural differences (Why do people from different cultures think and behave in different ways?)
- Understand how these differences may affect the process of business and professional communication
- Deal with the problems and use the opportunities that can occur as a result of cultural differences

Theoretical inputs and practical exercises

There are many models which attempt to explain cultural differences. In our training, we work with a simple model that can be readily applied by business and professional people.

The model will help you to answer the following questions:

- What is culture? A three-level model: products and behaviours; norms and values; basic assumptions
- How do cultures differ? The 'Seven Dimensions of Culture' model presents seven dimensions along which cultures differ:
 - Universalist-Particularist
 - Individual-Collective
 - Neutral-Affective
 - Specific-Diffuse
 - Achievement-Ascription
 - Relationship to Nature
 - Relationship to Time

Models help us to understand cultural differences, but we also need practical strategies to deal with the differences in real life encounters.

At the end of the training, you will have a range of strategies to apply in reality.

The theoretical inputs use real-life business and professional examples. The practical exercises include role-plays, group discussion, and analysis of participants' own intercultural cases and video recorded intercultural situations. Evening activities include viewing videos and reading to reinforce the learnings of the theoretical inputs and practical exercises.

Brochures, price lists, starting dates and enrolment details are available from The Language House

For more information about course prices, dates and accommodation,
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