

CROSS CULTURAL AWARENESS

COURSE CONTENT OVERVIEW

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This Cross Cultural Awareness online training course teaches users the fundamentals of business etiquette in popular business locations. Using examples from business hubs such as Japan, Saudi-Arabia, the United Arab Emirates, China, India, Mexico, Singapore, Malaysia and more.

The course is vital knowledge for global-minded businesses, teams, managers, and those who travel for work or are relocating within the near future. The course also features scenario questions to assess and challenge your cultural knowledge as you work your way through the material.

Module One: Introduction

This module highlights the importance of cultural awareness in the workplace, including the benefits of it and reasons for why you should strive to improve.

- Cultural awareness
- Cultural fluency
- Diversity in the UK
- Degrees of cultural awareness
- How culturally aware are you?

Module Two: Intercultural Values

This module highlights common cultural misconceptions and explains the cultural differences found in everyday working life. The topics covered in this section are:

- Perceptions and stereotypes
- Ethnocentricity
- Common prejudices
- Polychronic cultures
- Monochronic cultures
- Polychronic and monochronic
- Authority, hierarchy, and status
- Working relationships
- Dress code
- Food and drink

Module Three: Communication

This module explains the cultural differences found in the meeting room, including both verbal and non-verbal, communicational gestures. The topics covered in this section are:

- Communication styles
- Languages
- Meetings
- Greeting
- Gifts
- Sales and negotiation
- Non-verbal gestures
- Etiquette
- Taboo

Module Four: Cross Cultural Management

This module highlights the importance of being able to manage multicultural teams. The module explains how to reduce conflict, manage different styles and ensure that your business takes into account cultural differences when

planning policies and procedures. The topics covered in this section are:

- Virtual teams
- International teams
- Management styles
- Cross cultural management
- Reducing conflict
- The Equality Act 2010
- Equal opportunities
- Job interviews
- Religious holidays
- Developing cultural awareness

Module Five: Working Abroad

This module explains the difficulties you may face when working in a foreign country, including how to overcome culture shock and how to fit in with the local community. The topics covered in this section are:

- Culture shock
- Cultural sensitivity
- Relocation challenges
- Business card etiquette
- Working internationally

Aims of the Training

By the end of this course learners will:

- Understand the importance of cultural intelligence in the workplace.
- Know the intercultural values of different cultures, such as China, Japan, India, Malaysia, Mexico, and Saudi-Arabia.
- Understand how to communicate with people of different cultures in meetings and everyday work.
- Understand the importance of developing cultural awareness and promoting workplace diversity.
- Know how to manage across cross-cultural teams.
- Be aware of the challenges of working abroad, including cultural sensitivity and handling relocation.