

Online Cultural Awareness Training



Cultural awareness is critical to international business success. Cultural understanding equips staff with the ability to build positive and productive relationships regardless of where in the world they are working.

-  Business focused training content
-  Real life case studies
-  Quizzes and scenario-based tests
-  Certificate of completion
-  Access from desktop, laptop, tablet or phone
-  Easy, modular approach to topics
-  Complimentary learning materials
-  On-screen English transcriptions
-  SCORM compliant and LMS friendly
-  Individual and organisational licenses

Designed, written and produced by Cultural Awareness professionals with in-depth knowledge and expertise of international communication and relationship building.

Course Overview

1. Introductions and Aims

- Using the training interface
- Introductory outline

2. Culture

- What is culture?
- Layers of culture
- National culture
- Why focus on culture? - High profile cases

3. Cultural Self Awareness

- The Cultural Lens - Perceptions and interpretations
- Self awareness
- Stereotypes and mutual perception
- Cognitive bias

4. Cultural Values

- Introduction to values
- Impact of values on behaviour
- Impact of behaviours on cultural preferences

4a. Approaches to Time

- Structured and flexible approaches to time across cultures
- Polychronic and monochronic preferences
- Real life examples and challenges
- Underlying values of:
 - Relationships
 - Materialism
 - Fatalism
- Considerations for working effectively

4b. Differences in communication and style

- Indirect and direct approaches to communication across cultures
- Real life examples and challenges
- Underlying values of:
 - Reputation or 'face'
 - Formality
 - Stability
- Considerations for working effectively

4c. Individualism and group preferences

- Individualism and group approach across cultures
- Real life examples and challenges
- Underlying values of:
 - Responsibility
 - Hierarchy
 - Collectivism
- Considerations for working effectively

Bite-sized modular learning that can be accessed any time or completed in 2-3 hours*

5. Dealing with Conflict

- Understanding origin of conflict
- Three step approach to reconciliation
- Impact of cultural preferences on reconciliation

6. Self Development

- Ongoing self development
- Summary
- Resources
- Certification

* Depending on speed of learner

Fees

Subscriptions

For subscription fees, please contact one of the team and advise of the number of licenses needed.

Subscription fees generally work on a 6 month basis but can be extended.

** VAT is chargeable on UK sales.*

Also available:

Longer term subscriptions...

Use of SCORM packages for own LMS...

White Labelling...

Charity & education discounts...

...all available upon request.



For More Info

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