



Global Awareness

Program Content

The success of today's modern international organization depends to a large extent upon its managers and personnel being aware of and being able to cope with those challenges inherent in the international business environment. Many companies have recognized this fact and have drawn great benefit in terms of increased efficiency and performance of both teams and individuals by adopting a dynamic, constructive and intercultural approach to an ever changing business world.

Berlitz proposes a training program designed to prepare and accompany both managers and employees alike in their understanding of and interaction with the international business scene.

Public

All managers and employees exposed to the international business world and who wish to increase their levels of understanding, performance and efficiency when facing intercultural challenges.

Program Objectives

- Describe cultural communication style orientations
- Develop a heightened understanding of intercultural challenges and issues and the way in which they impact managerial efficiency and performance when running meetings, leading teams, negotiating and organizing work schedules on the international level...etc.
- Identify and understand one's own personal preferences in the work place and be capable of gauging other frameworks of reference.
- Understand counterparts and colleagues who do not share the same frameworks of reference and may have opposing orientations.
- Adapting behavior via styles switching and cultural dialogue where appropriate with a view to

Pedagogical approach

Analysis of those dimensions underpinning intercultural relations, hands on role plays and case studies with direct application to real life practical situations. Our training offer is built around the Cultural orientations model and tool; the tool taking the form of an on line self assessment which allows the participants' personal and cultural preferences in the work place to be mapped across 10 internationally recognized dimensions.

Having completed this course the participant will have

- Understood the impact of culture on behavior and the way business is done around the world.
- Acquired keys and techniques to help decode unexpected behavior, reactions, and modes of thinking
- Integrated the mechanisms of how to succeed in the international arena.