



International Assignments

Program Content

Success in another country requires a deeper understanding of cultural values, behaviors and attitudes; and a working knowledge of the social and business protocol and etiquette. Choosing a provider to deliver relocation training can greatly impact the success of an assignee. The Berlitz Model addresses three components that impact a global manager's effectiveness when conducting international business: Corporate Culture, National Culture, and the Individual Perspective. These components overlap to form a cultural interface. Managing within this cultural interface requires global leadership competencies.

Berlitz programs develop cultural competent leaders through the use of effective strategies to navigate the interplay between Corporate Culture, National Culture, and the Individual Perspective.

Public

All managers going to an international assignments

Program Objectives

- Discuss myths and realities of expatriate life in the new country.
- Explore the concept of cultural awareness and its impact on life adjustment.
- Begin the process of developing cultural awareness, and explore the concepts of stereotypes and ethnocentrism, and its impact on the adjustment process.
- Become culture-savvy by introducing practices, as well as providing an understanding of daily living issues.
- Build skills to manage cultural differences, and find culturally appropriate solutions to daily living and business situations in the new country.
- Become conscious of one's cultural preferences and how they might affect one's interactions.
- Develop a set of behavioral and cognitive skills that will enable you to manage more successfully in the new culture.
- Recognize symptoms of culture shock and adopt management strategies to maximize the success of the assignment.

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 in a specific region or country.
- Acquired keys and techniques to help decode unexpected behavior, reactions, and modes of thinking
- Integrated the mechanisms of how to succeed in the new region or country