

**Seminar 1: Cross-cultural management & communication.**

❖ One half-day to one day

This training is a pure introduction to cross-cultural management. We decipher each other culture with the support of the matrixes and questionnaires created before and experience it with simulation games.

It is the time of comparison, explanation and reconciliation of the culture's dilemmas. Using the cross-cultural dimensions as a light framework, the participants will better understand not only what are the differences (that, we know a great deal by ourselves!) but also how to understand them and consequently how to cope with them.

Overall, it is hoped that participants by the end of the sessions will understand that there is not « one » way of managing and organising, as well as better apprehend their own culture and culture differences in general.

The topics presented are:

- How do we see the others and ourselves?
- Verbal/Non-verbal communication
- Stereotypes and cultures
- Do we favour relationships or rules?
- The group vs. the Individual
- (In)-Equality in Society: the consequences
- Time: Units, Poly/Monochronic, Past/Present/future
- How do we accord status

Optional: Workshops and cross-cultural exercises in order to sink in the information presented.

Why?

Globalisation is not only a fashionable word. Today, trade, Art, currencies, management theories are, with people, also crossing borders. Increasingly, executives, staff members or business students are and will be facing often-disturbing situations originating from a foreign culture.

Many aspects intervene in the communication between people: First of all the content of the discussion; but also the personality of the individuals, the environment, the hierarchy, the social background or how well you speak a language. All those elements, and many others, make up the basis of communication.

However, when two individuals are coming from different cultures, the cross-cultural aspect adds a new dimension. Although some people are naturally gifted in "swimming in foreign waters", the majority does not think of it before facing a serious crisis.

Besides providing tools in identifying cultural dimensions, these sessions are illustrated with real-life examples that give useful cultural hints.