

Going Global Workshop

Enhancing Your Business Savvy Across Cultures

5-DAY IN-HOUSE WORKSHOP

Our new *Going Global Workshop* is designed for those who operate in the global marketplace, communicating across borders and cultures. Participants learn how appropriate business practices, leadership and communication styles in their home country may be perceived quite differently abroad. They develop a heightened sensitivity to the expectations of business persons from other cultures, plus a greater skill set and the ability to calibrate, communicate and respond appropriately in diverse environments.



Appropriate For: Business people at all levels who work with cross-border or cross-cultural constituencies.

WORKSHOP FOCUS AND OBJECTIVES

This workshop improves participants' cross-cultural awareness, which allows for enhanced mutual understanding, improved communication, better team and project management, and improved partnering with key customers and stakeholders abroad.

We accomplish this by:

- Providing a framework of specific behavioral patterns that vary significantly by culture
- Identifying how one's own cultural reference points operate on conscious and unconscious levels to affect behavior, perception and business approaches
- Analyzing and applying the cultural scales to your group's specific business situations
- Providing practice opportunities for participants to modify or flex their typical approach to better connect with colleagues from another culture
- Identifying specific follow up and reinforcement for the participants

WORKSHOP OUTCOMES

Expanding participants' self-awareness about their own behaviors and cultural preferences allows for them to become more perceptive, gain flexibility in their own behavioral style when interacting with other cultures, and exercise better judgment when working with colleagues from different backgrounds. This results in enhanced customer relationships, increased sales, better team integration, garnering the best out of each person/team member, and greater ease in management and communication processes across borders.

OVERVIEW OF WORKSHOP CONTENT

DAY ONE: Building the Foundation for Bridging Cultures

- The challenges of going global – and which facets we’re here to explore
- Building the character traits of an effective global leader
- How culture and belief systems work together to impact human behavior
- Seven key behavioral scales for business that are impacted by culture
- Diagnosing where your home and host countries lie on the scales
- Typical cross-cultural misfires in business, and what to do when they occur



DAY TWO: The Bridging Process Unfolds

- How personality style impacts your views and choices, and how others are likely to perceive you
- How host country cultural beliefs affect personality style tendencies and a person’s demeanor
- Digging deeper on issues of trust, communication, and decision-making in your host country
- Working to adapt your natural preferences when dealing with foreign environments
- Demeanor tips – how to polish your outer presence with host country stakeholders
- Entertaining and social graces in a foreign land
- One-on-one coaching sessions

DAY THREE: Crossing the Cultural Bridge – Tools for the Journey

- Participant Exercises: Applying what you’ve learned so far to your specific situation – “ah-ha’s”
- Understanding how reactive responses block connection and learning on either cultural side
- De-activating your belief systems so you can respond versus react to what’s strange or new
- Additional situation-specific triggers that can set people off in a cross-cultural business setting
- Balance and Alignment tools to deactivate the triggers and clear out the beliefs which block connection with others
- Preparing for Day Four Application Exercises



DAY FOUR: Crossing the Cultural Bridge – Putting the Learning to Work

This is a day of practice exercises for the group, based on groups' initial objective. With sponsor input, we tailor the content for the day, which is focused around one of the following areas:

- Sales and Negotiations/Persuasion
- Presentations, for preparing business experts to address specific audiences
- Preparing to move abroad for work, or to work abroad for an extended period
- Managing a Diverse Global Team

For Sales or Presentation focused groups, the workshop activities will typically include videotaping and coaching during this day. Participants will prepare in advance through pre-planned Homework activities. The practice exercises give them the opportunity to apply the bridging concepts presented throughout the workshop, and receive coaching from the facilitators and other team members.

DAY FIVE: Beyond the Bridge – Taking the Process Forward

- How to continue to expand and deepen your global leadership ability
- Participants present Action Plans, incorporating new perspectives and skills
- Review of Follow-Up activities available to keep the learning alive
- Closing Exercises with input from group sponsor or leaders
- Adjourn



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Additional consulting services available include pre- and post-workshop interviews with participants' managers, surveys to assess the impact of workshop learnings, one-on-one follow-up coaching for participants with host Country Coaches, and follow-up reinforcement sessions. Recruitment and selection consulting also available. Details provided upon request.

For More Information and Pricing for Your In-House Workshop

Please Call 888-284-2442

to speak to one of our knowledgeable staff.