

## Avoiding Cross-Cultural Misfires in Global Business Situations

### Conference Presentation or Half-Day Workshop

*Avoiding Cross-Cultural Misfires* is designed for individuals who operate in the global marketplace, communicating across borders and cultures. Participants gain exposure to concepts specifically designed to heighten their cultural awareness and sensitivity in the Global Marketplace.



In most companies today, executives and key employees are exposed to the international marketplace with all its cultural diversity. This can be a challenge for individuals who previously have operated primarily in non-diverse environments. Most other countries have cultural, religious and traditional practices that will be outside of one's own previous experience or understanding. This creates opportunities for communication and behavioral misfires that can cause business to break down or a new leader to not integrate easily into their new environment.

Misfires can happen anytime and anywhere, with some individuals involved having little to no awareness. Participants will come away from this presentation with a heightened awareness of cross-cultural differences, learning how to take a focused and appropriate approach to situations they face in culturally diverse environments. This workshop is a must for anyone seeking to improve communications and build solid relationships with colleagues from other cultures.

### PRESENTATION TOPICS

- The culture gap – understanding how misfires typically occur
- Lack of awareness – a big cost to doing business with global partners
- How your home culture or nationality may be perceived by other cultures
- Example of misfires in your own business applications and cultures
- Learning how to bridge the culture gap as a business person
- How to recover graciously when misfires do occur

### PRESENTATION FEATURES

- Offered as a 90-minute conference seminar or small team half-day workshop
- Video conferencing, individual coaching also available
- Content is tailored to your group's primary cultural environment(s) and business applications
- Our consultants all have extensive international business background; insights are typically first-hand!
- Expanded courses are also available for specific regions or deeper connectivity

For more information and pricing  
please call **888-284-2442**  
to speak to one of our knowledgeable staff.