

## Cross Cultural Module

*Communication is not just about language, but about the values behind our words and our behaviour* (Lewis, R.).

A significant number of business people regularly communicate with each other across borders. These communications cover a range of disciplines including general management, IT, human resources, administration, finance, legal, purchasing and sales. In other words, communications that are critical to the functioning and success of the business.

This learning module aims to support and inform those involved in cross-cultural communication, with the objective of enabling them to be more effective international communicators. It will achieve this by helping them develop a deeper understanding of and sensitivity to their own and others' values and behaviour, and awaken their awareness to cultural dynamics. Group work will give participants the opportunity to develop their strategies about how they will communicate differently in the future. The programmes are tailored to the geographies of most concern to your organization.

### Programme Outline

Content	Activity	Outcome
Welcome Introductions Objectives	Positioning of aims and objectives for the day	Participants understand the schedule and content of the workshop
What is 'Culture'?	Group discussion on definition of culture Norms and values Identifying how culture impacts our lives	Participants understand the idea of the influence of culture - multiple, subtle and largely unconscious Recognition of potential impact of our own cultural inclination
Developing strategies for effective cross-cultural communication	Cultural Frameworks introduced. Debrief and interpretation of team results Group work to develop communication strategies incorporating learning from COF	Frameworks made accessible Results of on-line survey shared and understood Strategies for improved communication
Country specific focus	Experience-based insights into doing business in selected countries	Practical and accessible tips for doing business in these countries

Xenergie draws from a range of cultural learning frameworks eg Rosinski, Lewis, Trompenaars with which to talk about cultural differences, and a platform comprising cultural dimensions/orientations to help navigate some of the challenges associated with this complex multi-cultural world. These assessments go further than the sole national focus and allows users to examine the other cultural influencers that make up our identities, such as gender, ethnicity, profession, generation, etc.

They make it possible to provide specific feedback to individuals and groups and identify concrete opportunities for development and ways to leverage cultural differences. It is a tool designed to help build unity in diversity in order to achieve sustainable high performance and satisfaction by making the most of alternative cultural perspectives.

They will be used as an assessment tool, to help highlight and define ways in which the participants might better work together in harmony, leveraging their differences for the overall benefit of the company. This will involve each team member completing an on-line questionnaire, the results of which will generate individual and group profiles. The workshops range from half day groups introductory briefings to two day team events.