

# **Cultural Intelligence in International Business**

**Two days**

## **Aims of the course**

- Learn and develop keys skills and knowledge, essential for working successfully with colleagues, customers and partners from other countries and cultures.
- Delegates will develop their English skills, cultural intelligence, assertiveness, confidence and control in business situations.
- Personal examples will help to reinforce your self-confidence in international communication.
- You will learn how to positively influence intercultural business relations.
- You will learn how to personally structure meetings and conversations and how to initiate dynamic group processes during negotiations.
- You will enhance your skills in conflict resolution and acquire or increase your effectiveness concerning negotiation, delegation and selling.
- Finally you will improve your language ability.

## **Content of the seminar**

It will allow already experienced and successful professionals a chance to further develop and refine their skills and knowledge when communicating and managing, whilst giving less experienced people foundation skills and practical short-cuts. These include:

- Planning for successful international meetings and discussions using a structured process
- How negotiation and business varies around the world.
- Main cultural differences to international business; verbal negotiation skills in English – using discussion and role play
- Gaining rapport and meeting skills with different cultures, including small talk: why and how.
- Using effective questioning techniques that can be used in different competitive and cultural situations.
- Key principles of body language and non-verbal communication in a practical way around the world.

- The differences in management and business style from different cultures are also examined.
- Developing cultural intelligence - do's and don'ts, differences in communication style and sources of more information.

## Short description of the seminar

Due to globalisation, the need for intercultural competence in business and management is continuously growing. Knowledge and acceptance of different cultures can lead to an excellent cooperation, better teamwork and more business success.

This course is designed for non-native English speakers who would like to improve their skills in working with other cultures in English. It is essentially a workshop-based training event.

## About Graham Roberts-Phelps

Graham Roberts-Phelps, Course Director is an experienced and expert negotiator. With a background in managing high-value major accounts, which also involved the co-ordination of suppliers and third-parties. Graham also has experience in negotiating performance agreements, publishing contracts, joint venture partnerships and employment interviews.

This course has been run for many different organisations including private and public sector organisations of all sizes.

## Outline

The course is made up of a series of interlinking modules, looking at a combination of different nationalities and varying business situations.

Main cultures	Business situations
<ol style="list-style-type: none"> <li>1. Differences amongst EU member countries</li> <li>2. Japan / Far East</li> <li>3. USA</li> </ol>	<ul style="list-style-type: none"> <li>• General business and cultural 'rules'</li> <li>• Internal meeting and communication styles</li> <li>• Delegation and management</li> <li>• Partner/Supplier negotiation</li> </ul>

A more detailed outline can be provided once participants background is established.