



"We have ignored cultural literacy in thinking about education. We ignore the air we breathe until it is thin or foul. Cultural literacy is the oxygen of social intercourse."- E.D. Hirsch Jr.

Objectives:

- To aid participants in developing their skills in dealing with global customers by helping them understand:
 - The context of the business culture
 - Expectations of prospective customer from various cultures
 - Protocols to be followed when working with people at various management levels across global cultures

Training Topics:

- **Framing Your Thoughts:**
 - Inductive vs Deductive Thinking
 - Thinking in bullets
- **Expressing Your Points:**
 - Intonation
 - Speed of Speech
 - Expression
 - Tone of Speech
 - Expressing thoughts as signposts
- **Ensuring You Understand and Are Understood:**
 - Asking questions
 - Pausing/Silence
 - Asking for confirmation of understanding
 - Avoiding multi-themes
 - Content vs Structure Words – Using only content words



- **Effectively Communicating with Global Cultures:**
 - Understanding cultural aspects that affect business protocols
 - Structuring one's communication based on the culture of the audience
 - Presenting information based on the culture of the target audience
 - The importance of relationship building and ways to build relationships
 - Best practices in E-mail protocols to be followed with global cultures
 - Norms to be followed during meetings and conference calls when dealing with prospects/customers from global cultures
- **Negotiation and Conflict Resolution:**
 - The importance of relationship building in various cultures and its impact on negotiation
 - Understanding negotiation styles across cultures
 - Focal points of negotiation for Western and Eastern cultures
 - Building rapport when dealing with prospects/customers
 - Dealing with conflict based on the culture of the person you are dealing with
 - The art of saying 'no' based on the cultural context of the situation
- **Working with prospects/customers from various levels of management:**
 - Dealing with first level managers, middle level managers and senior management
 - Varying one's communication style when communicating with various levels of management
 - Understanding the importance of hierarchy in Asian and European cultures
 - Asserting oneself with different levels of stakeholders/customers
 - Do's and don'ts in interpersonal communication with various management levels across global cultures

Duration of Training:

- The duration of the training will be 16 hours



Training Methodology:

- Activities which enhance their understanding of theoretical concepts will be used
- Role-plays will be used to enable the trainees to look at situations from various perspectives
- PowerPoint will be used to teach concepts and show movie clips (where appropriate)
- The training will be centered around experiential learning techniques

Resources Required:

- Momentum Training Solutions will conduct the training
- Maximum number of participants to a session will be 15
- The training will be conducted at a venue organized by your organization
- The LCD projector & computer will be provided by your organization
- Handouts will be printed/photocopied by your organization