

Cross Cultural Training – An Essential for Productivity

"Culture is a framework in which we communicate." – Stephen Roberts

Formerly the focus was on expats being trained on the culture that they moved into. That was not too long ago. Within a short time the landscape of business has changed again. Now people are not moving from their culture but with the emergence of virtual teams, managers are handling teams located in different parts of the globe. This has created a new challenge. Managers are expected to create cohesion and leverage the collective wisdom of their teams sitting in numerous time zones without having face-to-face contact with them. The efficacy of communication is hindered by the lack of ease and proficiency with English and the varying cultural nuances. This has created the need for global **business etiquette training** and **cross-cultural training**.



"Culture is the widening of the mind and of the spirit." – Jawaharlal Nehru

To be functional, productive and successful in the global business environment, people must understand the distinctions that comprise interpersonal communication & etiquette across multiple cultures. Managers have to be able to use the right mix of coercion and motivation, know the gender specific issues and be able to deal with conflict in ways that are accepted in the culture.

The main goal of **cross-cultural training** is the development of intercultural competence, which is the ability to act and relate aptly and effectively in different cultural contexts. Aptness includes rules, norms and expectations regarding human interactions. This will ensure that interpersonal relationships are handled appropriately. Effectiveness ensures goals or rewards (relative to costs and alternatives) are accomplished.

In order to develop intercultural competence, the learner should possess three components:

1. Intercultural attitudes like openness, curiosity, readiness
2. Understanding of human interactions and of the theoretical aspects of how social groups/products/practices work and interact
3. Willingness to accept and follow practices that they are not conversant with

Enhanced intercultural competence will result in developing trust – the main ingredient for creating cohesion in teams. This will eventually lead to increased productivity and goal-accomplishment.

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"If we are to achieve a richer culture, rich in contrasting values, we must recognize the whole gamut of human potentialities, and so weave a less arbitrary social fabric, one in which each diverse human gift will find a fitting place." - Margaret Mead

And MMM Training Solutions can help. We've worked with many organizations to help them get a stronger grip on the way they interact with their international clientele, and we can help you meet your needs as well. To learn more about our services, log on to <http://www.mmmts.com/>

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