



Building Cultural Intelligence & Business Savvy

WORKSHOP

Never has so much been asked of employees.

Today, employees must be skilled at working effectively across cultures. In fact, Morgan McCall and George Hollenbeck listed in their book, *Developing Global Executives*, “Cultural Interest and Sensitivity” as one of the competencies they found essential for global executives.

TRACOM Does It Best:

The Building Cultural Intelligence & Business Savvy workshop has proven itself with outstanding reviews from participants and making a real impact in organizations. As one participant stated, “Considering culture in terms of its dimensions made it easy for me to see why our department has so much difficulty working with our counterparts in the United States. I think we’ll change some of the ways we interact with them.”

In a business world of non-stop change, innovation and globalization, companies have come to realize the importance of developing skills for staff to work effectively across culture. It is no longer the exception but a true requirement for being successful today.

To function effectively in a new cultural context, executives must be able to quickly understand each new setting based on complex cultural cues, and be committed to understanding the new culture and overcoming his or her limitations within it while applying effective actions demanded by specific cultural situations.

The TRACOM Group helps companies worldwide improve organizational, team and individual performance including Accenture, Baxter, ConocoPhillips, Dow, Lockheed Martin, McGraw-Hill, Medtronic, and Starwood Hotels.

Benefits of the Building Cultural Intelligence & Business Savvy Workshop:

- Understanding what culture is and becoming mindful of how it affects working relationships
- Learning the three steps for increasing cultural intelligence
- Learning a simple yet powerful model that guides understanding of cultural differences
- Applying the model in small groups for current situations in the organization
- Creating an action plan for improving individual and team work across cultures

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Audience

Managers and Staff Working Across the Business

Duration of the Process

One-half to Two Days

Assessments Recommended

Cultural Dimensions Assessment

Agenda

Defining Culture

Increasing Cultural Intelligence

Guide for Understanding Culture

Application to Current Situations

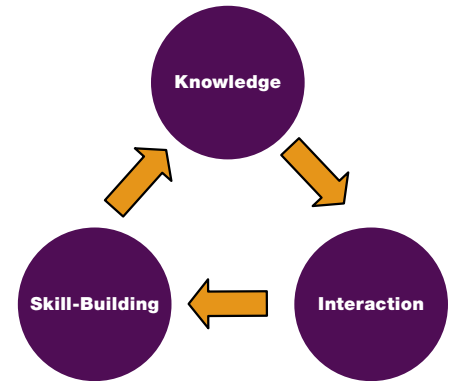
Development Planning

Wrap-up & Evaluation

How the Workshop is Designed

The Building Cultural Intelligence & Business Savvy workshop provides three distinct steps for becoming culturally intelligent – building knowledge about the culture, interacting with the culture to learn it, and building skills while encountering it.

The workshop introduces a model for understanding the dimensions of culture that can be used by the participant to assess and understand cultural differences, and then uses it for application to specific situations occurring on-the-job.



Step 1 - Knowledge

In this step, the individual gathers knowledge about the culture and its characteristics. A model reflecting the work of Geert Hofstede is used as a method to build understanding of the values and behavior preferences of different cultures and how they are exhibited in the work place.

Dimensions:

- Distribution of Power
- Tolerance for Ambiguity
- Individualism versus Collectivism
- Harmony versus Assertiveness
- Achieved versus Ascribed Status

Step 2 - Interaction

In this step, the individual experiences the culture to discover and learn the customs, beliefs, and practices of interpersonal behavior. Research has shown that being immersed in the culture and having continuous exposure will provide a rich source of learning when one maintains openness to learning.

Step 3 – Skill-building

In this final step, the individual develops a repertoire of behaviors and abilities that are useful in dealing effectively with cross-culture encounters. This requires the individual to consciously choose behaviors that work for cross-cultural transactions and move beyond his or her cultural habits and business approach.

For More Information:

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Solving Business Challenges Through:

- | Leadership Development
- | Individual Performance
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- | Employee Engagement