Management And Leadership

Cross-Cultural Business Situations

Course Introduction

Managing a cross-cultural business is not an easy task to do. Business leaders must know how to balance the differences in culture, values and practices. In order to maximize the potential of the multi-cultural team, one must develop their management skills and understand various business situations in the context of different culture, beliefs and background.

This training course is designed to provide participants with an in-depth understanding of the cross-cultural business situations and concepts on managing a cross-cultural workplace environment. This course will highlight topics such as managing negotiations, leadership, communication, diversity and inclusion, multi-cultural teamwork, and motivation related situations in a cross-cultural business context.

Target Audience

Global Leadership Teams.

- International Sales and Marketing Professionals.
- Human Resources Executives and Managers.
- Project Managers in Multinational Projects.
- Customer Service Representatives.
- Procurement and Supply Chain Managers.

Learning Objectives

At the end of this training course, participants will be able to:

- Gain a comprehensive understanding how culture impacts work styles, behaviour, communication and relationships in the business context.
- Explore strategies and good practice for creating a structurally inclusive organization.
- Enhance competencies which enable an inclusive working environment

- Recognize key situations where culture affects the busiess.
- Discuss the major peculiarities of the cross-cultural management process and develop the skills based on cross-cultural differences application to the company' management
- Enhance skills in communication, team-building, motivation leadership and negotiation in a cross-cultural business environment.
- Assess the impact of the behavior of others on personal effectiveness.
- Identify the external factors that positively or negatively influence outcomes
- Recognize some of the current issues present in a cross-cultural type of business

Course Outline

- **01 Day One**

  Making Cultural Diversity Work in the Business

    ◦ Understanding Stereotypes and Generalizations
    ◦ Unconscious Bias, assumptions and world view
    ◦ Prejudice, discrimination and cultural appropriation
    ◦ Diversity and inclusion – differentiating between the two

  The Impact of Culture in the Workplace

    ◦ What is culture?
    ◦ Different levels of culture and their influence on individual identity
    ◦ How culture influences attitudes, behaviour and communication in the business context

  Unconscious Bias at Work – Exploring Preferences

    ◦ Perception and its influences on business relationships – how do I perceive and how am I perceived?
    ◦ Ethnocentrism vs ethnorelativism – who is 'right'?
    ◦ How stereotypes can limit our effectiveness

- **02 Day Two**

Leading a Cross-Cultural Business

- ◦ The process of leadership and interaction in a multicultural team
- ◦ Key concepts of global leadership
- ◦ Models of leadership
- ◦ Global organizations
- ◦ Global leadership and the change in knowledge about cultural differences
- ◦ The role of leadership in the change of the organizational culture
- ◦ National culture knowledge management
- ◦ The role of leadership in creating cultural synergy

Creation of Cultural Synergy and Multicultural Teamwork

- ◦ Managing diversity in the global work culture
- ◦ Cross-cultural differences and synergy. Strategies of cross-cultural interaction
- ◦ Synergetic team management
- ◦ The interactions in a new cultural environment
- ◦ The process of acculturation
- ◦ Acculturation process curve
- ◦ Modern cultural diversity management models

- **03 Day Three**

Multicultural Teamwork

- ◦ Managing diversity in the global work culture
- ◦ Synergetic team management. Strategies of cross-cultural interaction
- ◦ Strategies of "cultural domination", "cultural discrepancy", "cultural compromise", "cultural adaptation", and "cultural synergy".

Diversity and Inclusion

- ◦ Foundations of an inclusive environment: trust, active listening, and a feedback culture.
- ◦ Building a Growth Mindset: self-awareness, curiosity, empathy, vulnerability.
- ◦ Understanding the impacts of power, hierarchy and other factors on people's ability to speak and be heard.
- ◦ Impacts of remote and virtual communication.

- **04 Day Four**

Systemic Barriers to a Diverse and Inclusive Workplace

- ◦ Microaggressions – what are they and where do they hide in your organisation?
- ◦ The power of data in highlighting gaps
- ◦ Examples of good practice
- ◦ Exploring positive approaches – HR, performance management, leadership
- ◦ Attitudes to change & breaking the mould – "we've always done it this way.

Culture and Negotiation in the Business

- ◦ Conflict resolution and Negotiations
- ◦ Negotiating across cultures
- ◦ Assumptions and negotiating
- ◦ Framework of International business negotiations
- ◦ Approaches in negotiations: structured versus emotional
- ◦ Negotiation strategy and tactics: cross-cultural differences.

- **05 Day Five**

Motivation and Culture

- ◦ Multicultural staff motivation process
- ◦ Exogenous and endogenous motivation and their characteristics
- ◦ Creation of multicultural staff motivation models
- ◦ Main problems of multicultural staff motivation and possible solutions

Current Issues in Cross-Cultural Business

- ◦ Innovation and culture
- ◦ Why international assignments fail
- ◦ Culture shock and global working
- ◦ International Human Resource issues
- ◦ Personal action planning

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 21, 2025	April 25, 2025	5 days	4250.00 $	UAE - Dubai
Sept. 22, 2025	Sept. 26, 2025	5 days	4950.00 $	Turkey - Antalya
Nov. 16, 2025	Nov. 20, 2025	5 days	4250.00 $	Bahrain - Manama