

Cultural Awareness Briefings

Programmes include:

- Country briefings
- Business briefings
- Living and working in the UK
- Cultural adaptability programmes
- Public sector & NGO programmes
- Spouse coaching & support



Improving Global Communication

The Communicaid Group

Through Language & Culture

Cultural awareness - its relevance

Modern day organisations possess multinational workforces operating globally. Be it by email, telephone, video-conference or in person, it is not unusual for an employee based in London to spend more time liaising with a colleague or client in Milan than in Manchester. This increasing internationalisation has brought new challenges to many organisations.

As it is not always feasible or practical to acquire a sufficient level of fluency in the target language, an understanding of the country's culture, business practices and people can prove to be an invaluable tool to conducting business effectively.

The difference between success and failure

If you are preparing to work or conduct business abroad, you may find yourself surprised by a working practice that is more bureaucratic or, indeed, a working style that seems overly lax compared to what you are used to. This may explain why 1 in 7 UK managers and over 25% of US managers* are unsuccessful on international assignments.

Being prepared to deal with different cultures can be vital to your success, both on a professional and a personal level, when dealing with unfamiliar cultures. Avoiding stereotypical ideas or inaccurate and negative preconceptions can be key to developing profitable relationships. An appreciation of unfamiliar business cultures can provide you with an edge over the competition.

The Communicaid Group

Since our foundation in 1992, The Communicaid Group has gained a reputation as a pioneer of personalised language and cultural training to the world's largest corporate and public organisations. Through our three operating divisions in the United Kingdom and overseas

training centres in Paris and Frankfurt, The Communicaid Group has designed and delivered cultural briefings on a wide variety of countries and regions to an extensive portfolio of corporate and public organisations.

Our Clients - your guarantee

The Communicaid Group has no greater guarantee of quality than our clients. With many of the world's leading corporate and public organisations relying on our services, you can be sure of achieving the results you require. Our clients include: Deutsche Bank, Credit Suisse, BASF, Gillette, Freshfields, The Foreign and Commonwealth Office and The Ministry of Defence.

Briefers - specialists in their field

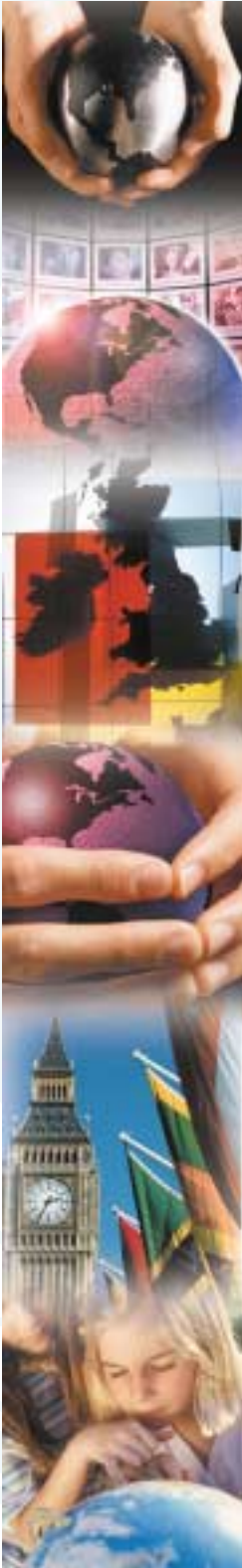
Our cultural programmes are delivered by expert briefers from the target country and prominent UK practitioners, professionals and academics. Briefers include cultural attachés, leading academics, BBC World Service journalists and Chamber of Commerce representatives.

This unique combination of speakers offers you an invaluable insight into the culture and business practices of the target country.



* Elizabeth Marx (2001), *Breaking Through Culture Shock*

Wide choice of programmes



Country briefings

Aimed at employees relocating overseas. These tailored briefings can range in content from background information on the country to conducting negotiations and developing successful business relationships.

Business briefings

Designed for business people who have extensive contact with the target country, whether it be face-to-face, via video-conferencing, telephone or email. These briefings, closely designed in collaboration with you and your organisation, allow you to gain a greater awareness of your overseas colleagues, clients and their working environment.

Living and working in the UK

Ideally suited for overseas secondees new to the United Kingdom. The programme is tailored to provide an insight into the UK and the destination city, offering delegates a question and answer forum. It aims to allay any concerns secondees may have about their move, dispel any possible preconceptions and offer them valuable advice on conducting business in the UK.

Cultural adaptability programmes

Aimed at foreign secondees who are experiencing linguistic and/or cultural difficulties in the workplace. This tailored briefing is designed for secondees who have already transferred to the country and are experiencing difficulties which could be attributed to a lack of cultural and/or linguistic awareness.

Public Sector & NGO programmes

Designed for non-profit organisations. These personalised briefings offer delegates extensive historical, political, economic and cultural information, together with specific information on government institutions and public sector organisations in the target country. The aim is to enable delegates to work effectively and sensitively with overseas colleagues and counterparts.

Spouse coaching and support

Often the key to a successful relocation is ensuring that the accompanying family is sufficiently prepared. Through an open question and answer forum, delegates are encouraged to raise any possible concerns they may have regarding their move. The programme also aims to provide delegates with practical information on living in the target country. Each programme is personalised to match the requirements of the family.

Briefings - individually tailored to your needs

Communicaid does not produce "off-the-shelf" cultural briefings but approaches each request as a new challenge. The key to our tailor-made briefings is a detailed needs analysis interview with the prospective delegate(s). The following is an indication of the areas our briefings can include:

- Background to the country
 - history and its effect on the present day
 - current social, economic and political issues
 - a practical guide to everyday living in the country
- Business ethics and etiquette
- Working practices and conditions
- Building successful business relationships
- Managing international teams
- Negotiation and communication skills

Corporate sector briefings

Communicaid English and Communicaid International, leaders in the provision of language and cultural training to the corporate sector, have developed a wide choice of cultural programmes. These programmes are aimed at:

- Employees intending on assuming international assignments
- Overseas employees relocating to the UK
- Employees who travel internationally on a regular basis
- Employees who have extensive contact with overseas colleagues and/or clients
- Overseas employees facing cultural and/or linguistic difficulties in the UK
- Spouses and families accompanying relocating employees

Public sector briefings

Communicaid Public Sector provides language and cultural training for government departments and public institutions world-wide. Typically, these programmes are provided for officers prior to overseas postings but they are equally of interest to home-based personnel with frequent overseas contact. These programmes are aimed at:

- Diplomatic Service officers
- Defence and military personnel
- International development specialists and NGO workers
- Analysts and researchers
- Security, customs and intelligence staff
- Personnel involved in EU and accession issues

Our delivery - the key to an effective briefing

The key to the effectiveness of our briefings is the style in which they are delivered. As each briefing is tailor-made to match your requirements, our expert briefers are able to dedicate as much or as little time as you require to each subject. Based around a question and answer forum, you are encouraged to participate in order to gain a valuable insight into the target country, its business practices and people, helping you to build more profitable relationships.

Clients' comments

"The French Cultural Briefing provided my wife and I with a very useful and stimulating insight into general and corporate French culture. It was well researched and equally relevant to both of us. Communicaid delivered exactly what we needed to prepare us for the French way of life."

Hugh Elrington
Director
Insignia Bourdais

"Motability approached Communicaid International to develop and present a cultural briefing on Afghanistan, Bangladesh and Jewish Orthodoxy. Communicaid were very thorough in their preparation, at all stages confirming with us what they proposed. As a result of the very successful and helpful first briefing, we have commissioned a repeat programme."

Tim Wagner
Training & Development Specialist
Motability

"Communicaid International provided a briefing on Sweden which was both wide-ranging and tailored to my particular needs. I was very impressed not only with the amount of thought and research which went into the preparation but also the dedication of the team in ensuring that my needs were met. A year later, now in Sweden, I can say without doubt that the briefing has been of value to me."

Teresa Sentance
Financial Controller
BNFL/Westinghouse

Integrated language and cultural training

By undertaking a combined language and cultural training programme you will, in effect, gain the complete picture. You may choose to co-ordinate either a 3 or 6-hour briefing - depending on your individual requirements - as part of a one or two week intensive language training programme.

Flexibility assured

You determine the format and length of your briefings. Briefings are arranged on demand and can take place throughout the year, ranging in length from a half-day to two days, depending on the range of subjects and business areas you wish to cover.

Location - your choice

Briefings can take place at one of our training centres located in London, Paris or Frankfurt, your premises or a venue of your choice world-wide.



Can you match the above countries with the following cultural characteristics?

- A) In which country is the number 4 symbolic of death and the number 8 considered a sign of prosperity?
- B) In which country should you expect frequent eye contact during meetings and negotiations?
- C) In which country is silence used as a negotiating strategy?
- D) In which country is it considered offensive to keep your left hand in your pocket while shaking hands?
- E) In which country can you lose business through not meeting clients in person regularly?

The answers are: A) China B) France C) Japan D) The Netherlands E) Brazil

The Communicaid Group is a leading provider of language and cultural training to the corporate and public sectors. We also offer advice and consultancy on a wide range of international communication issues. The Communicaid Group comprises the following divisions:

Communicaid English (London)

Offers a full range of Business English and cultural training courses tailored to meet the needs of organisations and their employees. Leading specialisations are offered in the fields of law, finance and insurance, where training is delivered by a unique team of dual-qualified and experienced trainers.

Communicaid International (London)

Provides language and cultural training in all world languages and cultures to corporate clients. Our tailor-made programmes are designed to improve the global communication of organisations and their employees in an international arena.

Communicaid Public Sector (London)

Offers unique expertise in designing and delivering specialist language and cultural training to government departments and other public sector clients.

Communicaid Langues (Paris)

Conveniently located close to Place de la Concorde, Communicaid Langues provides training in all languages and cultures to corporate and public organisations based in Paris.

Communicaid Frankfurt

Communicaid Frankfurt's office, situated in the heart of the financial district, is ideally positioned to cater for the language and cultural needs of businesses and their employees based in Germany.

We provide a full range of language and cultural training programmes, along with consultancy services, at each of the following centres:

London

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www.communicaid.com

Paris

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75001 Paris
Tel: +33 (0)1 58 62 50 60
Fax: +33 (0)1 40 15 63 77
Email: info@communicaid.fr
www.communicaid.fr

Frankfurt

Mainzer Landstrasse 27-31
60329 Frankfurt/Main
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Fax: +49 (0)69 274 015 183
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