

Intercultural Skills for Training

Open Programme

Increased globalisation and the internationalisation of workforces have brought dramatic changes to organisations and their work cultures. Outsourcing, multinational teams and virtual working, to name but a few, are now commonplace in organisations across all sectors and industries. The benefits of these working environments may be offset, however, by the challenges of integrating different cultures into an organisation. Now, more than ever, training professionals are tasked with the design and delivery of programmes to increasingly diverse audiences, with the needs of the local populace only one of their considerations.

To train successfully across cultures requires cultural sensitivity. You need to know and understand your audience and be able to tailor your course content and delivery style accordingly. "Intercultural Skills for Training" has been designed specifically to address these areas and will introduce you to the concept of cross-cultural awareness training and how cultural variables can influence the design and delivery of any international training programme.

Benefits

This programme will enable participants to:

- Understand the key principles of cross-cultural awareness
- Apply cultural principles to the development of training for different cultural audiences
- Evaluate their own approach and develop new strategies for multicultural training

Who should attend?

This programme is aimed at learning and development professionals who:

- Design and deliver training overseas or to international groups
- Are expanding their geographical responsibility
- Are interested in developing their awareness of cross-cultural issues in the workplace
- Intend to or have recently relocated overseas

Location

Located in the heart of the City of London, Communicaid's training centre is within minutes' walking distance of Liverpool Street, Bank and Aldgate tube and train stations.

Date & times

22nd November 2005 10am - 5pm (6 hours)

23rd March 2006 10am - 5pm (6 hours)

5th September 2006 10am - 5pm (6 hours)

Contact Communicaid:

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*Cultural Awareness
Communication Skills
Language Training*

Programme content

Part One

- Intercultural skills in the training arena
- Variations in learner expectations
 - to the trainer
 - to training content and approach
- The impact of culture on learning styles and cognitive styles
- Key cultural variables for training

Part Two

- Effective communication with learners from different cultures
- Using English as an international language
- Strategies to improve the design and delivery of culturally-sensitive training
- Conclusions

With a maximum of 10 delegates this session will combine practical activities with discussion of key cultural principles affecting training in an international training environment.

Communicaid

Communicaid is a global culture and communications skills training consultancy providing corporate and public sector organisations and their employees with the expertise to build successful relationships across cultures and borders. Founded in 1992, our clients include major financial institutions, manufacturing and consumer goods companies, law firms and government departments. With training centres in London, Paris, Frankfurt and New York and a worldwide network of professionals, we are uniquely placed to meet your culture and communication needs.

Communicaid delivers tailored programmes worldwide on an individual, group and organisation-wide basis. Please contact us for more information on how we can assist you and your organisation.



Trainer profile

Cathy Wellings, Communicaid's Culture and Communication Manager, has extensive experience of developing cultural awareness training programmes for a wide range of cultures and multicultural groups. In recent years, Cathy has assisted many of our clients to understand the important role culture plays in international business and relations. She has worked closely with many multinationals and international organisations including GlaxoSmithkline, Rolls Royce and Sony.

Cathy's training background spans 15 years in both the UK as well as overseas in France and Spain. She has worked across all major sectors designing and delivering communication training to senior managers and directors. As Culture and Communication Manager, she is responsible for the management of all Communicaid Cultural Awareness and Communications Skills programmes.

Programme fees

Fee: £550 + VAT per delegate
Group booking: £495 + VAT per delegate (2 or more delegates from the same organisation) Lunch & refreshments included.

How to book

To reserve your place please contact Nick Hedges on +44 (0)20 7648 2173 or complete the form below and fax or post it back to us.

Intercultural Skills for Training

Name:

Company:

Address:

Telephone:

Email:

Signature:

I wish to reserve place(s) for:

22nd November 2005

23rd March 2006

5th September 2006

Position:

Fax:

Date:

Ref: MSC156