

Introduction to Cross-cultural Awareness (US Audience)	
Duration	6 hours
Objective	To assist delegates (a team of North Americans) in their preparation for working in a more international environment, with a specific focus on building successful working relationships with their European counterparts.
Content	<p>Part one</p> <p>Introduction to the concept of cultural diversity and how cultural “programming” can impact on one’s dealings with other nationalities</p> <ul style="list-style-type: none"> • What is culture and how it influences our behaviour • Nurture vs. nature? Are we culturally programmed? • Perceptions and stereotypes; self-evaluation
	<p>Part two</p> <p>Discussion of key influencing cultural factors, e.g. time consciousness, verbal communication, etc. and their impact on the workplace</p> <ul style="list-style-type: none"> • Hierarchy vs. status • Group vs. individual • Concepts of time • Communication - direct vs. indirect, non-verbal cues, body language, etc. • Conflict resolution
	<p>Part three</p> <p>Guide to working with different nationalities and cultures across Europe</p> <ul style="list-style-type: none"> • What to expect? • Perceptions of you • Cultural traits in key countries • General etiquette guide
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