

# Cultural Awareness Training

## Programmes include:

- ❑ Country & business briefings
- ❑ Cross-cultural awareness
- ❑ Building international teams
- ❑ Cultural adaptability
- ❑ Living & working in the UK
- ❑ Spouse coaching & support

## Cultural awareness training

Modern day corporate, public and non-governmental organisations now operate on a global scale. Whether you are posted on an international assignment, liaise regularly with overseas clients and colleagues or work in an international environment, the ability to communicate effectively across cultures is key to your success.

Be it by email, telephone, video-conference or in person, it is now commonplace for an employee based in London or Frankfurt to spend more time liaising with a colleague or client in Milan than in Manchester or Munich. 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 a country's culture, business practices and people can prove to be an invaluable tool to working more effectively, efficiently and profitably.

## Helping you to succeed

In today's global business environment, contact with foreign cultures can assume various forms. International assignments, cross-border negotiations and international teams are just a few examples where you may encounter differing customs, values and business practices. Such international contact will often expose you to different working styles and communication approaches which, in turn, can lead to the risk of misunderstandings and confusion.

By preparing suitably, you will be in a better position not only to pre-empt any difficulties you may encounter but also to build profitable and rewarding relationships. Appreciating different business practices, avoiding stereotyping and, moreover, understanding how you are viewed by other cultures are all integral factors in ensuring success - be it your objective to integrate into a different culture or to break into a new market.

## Communicaid

Since our foundation in 1992, **Communicaid** has gained a reputation as a pioneer of personalised language and cultural awareness 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, **Communicaid** has designed and delivered cultural awareness training programmes to many of the world's leading corporate and public sector organisations.

**Communicaid** and our international team of briefers and area specialists will work in close collaboration with you and your organisation to provide a personalised solution to your unique needs. We have worked with many of the world's leading organisations to create and deliver global cultural solutions on a local scale. In addition to pre-secondment briefings, we have designed a number of programmes to meet the challenges of our global clients.

Recent programmes have ranged from assisting the management team of a multinational manufacturer to integrate its European offices, through to providing UK cultural and business awareness training to overseas BPO and contact centres.

## Who will benefit?

Our wide range of cultural awareness programmes is aimed at corporate and public sector employees who are in contact with different cultures and environments:

- International assignees
- Overseas nationals seconded to the UK
- International business people
- Accompanying spouse and dependants
- Diplomatic staff
- Defence & military personnel
- Security, customs and intelligence staff
- Personnel from EU and Accession States
- International agency and NGO staff

# Wide choice of programmes

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## Country briefings

Aimed at employees relocating overseas. These tailored briefings can range in content from up-to-date background information on the country to invaluable advice on negotiating, presenting and developing 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 will assist you and your organisation to develop stronger and more profitable relationships with your overseas clients, suppliers and colleagues.

## Cross-cultural awareness

This programme is designed to offer not only an introduction to the key issues of cultural awareness and diversity but also an insight into working effectively across cultures. Designed in close collaboration with you and your organisation, *Cross-cultural awareness* will include: introduction to key cultural influencers, identification of critical elements of the target cultures, case studies, building successful relationships and working effectively in a culturally diverse environment.

## Building international teams

Modern organisations possess multinational teams operating globally in different locations with differing levels of competency in a common language. As a result, managers are presented with a number of difficulties when communicating, managing and making decisions. *Building international teams* aims to assist managers and HR professionals to understand and manage international teams more effectively.



## Living and working in the UK

Ideally suited for overseas secondees new to the United Kingdom. This programme is personalised to provide an invaluable insight into the UK and the destination city. It aims to assist secondees to adapt to the corporate culture of your organisation in the UK, as well as provide a platform to allay fears and dispel preconceptions.

## Cultural adaptability

The increased influx of employees from *non-traditional* nations and cultures often presents issues of adaptation and assimilation into your working environment. *Cultural adaptability* focuses on providing tailored linguistic and cultural adaptation solutions aimed at facilitating their integration into your organisation.

## Spouse coaching and support

Often the key to a successful relocation is ensuring that the accompanying family is sufficiently prepared. Delivered in conjunction with a *Country briefing*, *Spouse coaching and support* is designed to provide invaluable information on the target country and destination city from the perspective of the spouse and family. Key areas covered include education, health, leisure, employment and voluntary opportunities. Our briefers possess not only a comprehensive understanding of the target country and city, but also real-life experience as an expatriate spouse.

## 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.

# Clients' comments

“Following extensive research for a suitable cultural awareness supplier, De Beers LV selected Communicaid International to develop and deliver a series of business briefings on Japan. The briefings, delivered to key De Beers LV personnel, provided not only an invaluable insight into working effectively with our Japanese counterparts but also an understanding of Japanese society and values - key to the success of our new operations in Japan.”

Claire Lamb  
HR Manager  
De Beers LV

“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

“The French Cultural Briefing provided my wife and me 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

## Our clients - your guarantee

Communicaid 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	Talisman Energy
Clifford Chance	International Power
Cadbury Schweppes	De Beers LV
BNFL	Convergys
BASF	Adidas
GSK	Motability
Merck	



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

- In which country is the number 4 symbolic of death and the number 8 considered a sign of prosperity?
- In which country should you expect frequent and intense eye contact during meetings and negotiations?
- In which country is silence used as a negotiating strategy?
- In which country is it important that you address colleagues or clients with their full name and title?
- In which country can you lose business through not regularly meeting clients in person?

*see bottom of page for answers*



The answers are: a) China b) France c) Japan d) The Netherlands e) Brazil

## Briefers - specialists in your field

Communicaid possesses a dynamic faculty of over 200 cultural briefers from a wide variety of backgrounds and industries; meticulously selected and managed by our in-house Cultural Awareness team, we are able to call upon many of the UK and Europe's leading cultural training professionals to meet your requirements.

We recognise that your needs are unique and therefore will source the most appropriately qualified and experienced briefers to ensure that you are fully prepared for your international assignment or contact with the target country and its people.

Our briefers, nationals and expatriates, possess not only in-depth and up-to-date knowledge of the target country and culture, but also relevant industry/academic/diplomatic experience.

## 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.

## Our delivery - the key to an effective briefing

The key to the effectiveness of our briefings is in their delivery. We do not produce off-the-shelf briefings, but rather tailor each one to match your individual requirements. By encouraging you to participate actively through role plays, case studies and question and answer sessions, you will gain a truer understanding and appreciation of the target culture, helping you to build more profitable relationships.

## Integrated language and cultural awareness training

By undertaking a combined language and cultural awareness programme you will, in effect, gain the complete picture. You may choose to co-ordinate your cultural awareness training with either intensive or extensive language programmes.

## 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 worldwide.

To find out how **Communicaid** can assist you and your organisation, please contact us via one of the following options:



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