

## Compact & Interactive Workshop

# “How to Boost Your Cross-Cultural Effectiveness”

### HIGHLIGHTS

#### DURATION

1 day (scalable to 2 days).

#### TARGET AUDIENCE

Executives, leaders, managers, and everybody looking to improve their cross-cultural leadership skills. The workshops will help you to navigate more effectively in today's cross-cultural business environment.

#### OBJECTIVES

- ❑ Creating deeper knowledge and understanding of where cultural differences come from and how to interpret these differences
- ❑ Learning 4 essential skills that help you to detect and deal with cross-cultural differences effectively
- ❑ Learning how to apply these skills in specific business situations: from establishing a business relationship to turning it into sustained results
- ❑ Developing your personal ‘cross-cultural compass’ that will guide you in cross-cultural business situations

#### METHODOLOGY

- ❑ Energizing, interactive session, filled with real-life examples, various practical tips, insights, and anecdotes.
- ❑ Strong focus on the business reality of the participants, relating the tips and insights to their real life situation.

#### CONTACT & INFO

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**“A highly stimulating workshop that will surprise you with its immediate and practical applicability”**

In our globalized economy, your ability to build successful cross-cultural business relationships has become a crucial competency.

When dealing with (potential) business partners from unfamiliar cultures (for instance the Chinese, American, Japanese, German, French, Dutch, Norwegian, Italian, etc.), a lot rides on your ability to understand the deeper cultural differences and perceptions, and your ability to forge successful working relationships despite those differences. Like a valued partnership. Or a multi-million dollar deal.

Together with cross-cultural leadership expert Aad Boot you will take a closer look at key cultural differences and the dilemmas they can create in specific business settings. You will learn to develop and use a mindset that will move you from ‘knowing we are different’ to ‘understanding how to build successful business relationships’. Aad will offer a range of practical insights, tips and skills that you can directly relate to your own daily business reality.

**This workshop is built around three elements:**

#### 1) *Understanding cross-cultural differences in concrete business situations*

- What are the most common cross-cultural differences experienced by business leaders?
- What does research tell us about the meaning and origin of these differences?
- How is openness perceived in different cultures?
- How to deal with authority and hierarchy across cultures?
- What is behind the concept of losing face, and how to avoid it?

#### 2) *Understanding the essential skills that drive your cross-cultural effectiveness*

- What are common behavioral reflexes when dealing with people from unfamiliar cultures?
- The 4 essential skills that will boost your cross-cultural effectiveness?

#### 3) *How to use these skills to create successful business relationships in different cultures*

Based on real-life business examples in different cultural settings you will practice:

- How to open doors and create a successful first contact?
- How to discuss different opinions constructively?
- How to turn your listening skills into cross-cultural antennas?
- How to build strong relationships while staying true to your own values?
- How to turn your relationship into concrete results?

Participants will create their own Cross-Cultural Compass throughout the program, which they can use as a personal guide afterwards.

*Aad has given this popular Booster Session multiple times, in-house, as part of corporate universities, and at international conferences, always with the same highly enthusiastic feedback.*

Words participants typically use when attending this Booster Session

#### **Audience Feedback**

‘Enriching’, ‘Enthusiasm’, ‘Focused’, ‘Professional’, ‘Ready-to-Use’, ‘Inspiring’, ‘Experienced’, ‘Business Relevance’, ‘Cross-border’, ‘Practical Tips’, ‘Fun’