



## **Cross Cultural Communication Program**

**Diversity is one of the greatest challenges facing any manager and every organisation today. Not only ethnicity, but age and of course gender difference. And differences in experience and prior learning.**

**The challenge for us as human beings is that we often think that the way we are, is the right way to be. That's natural! But it does cause challenges.**

This program was originally designed for a major Australian organisation involved in the international marketplace. A high proportion of their customers are from other parts of the world, as is a large number of their workforce.

This program's purpose is to elevate understanding and respect, to explain issues of difference, the origin of cultural expectations, and most particularly to provide the actual experience of being different in order to develop greater empathy, to encourage awareness of common ground, and then to reach a higher-level focus of purpose, intent, and outcomes.

Each program is customised, usually with a cultural assessment and diagnostic evaluation.

### **Course contents generally include:**

- ◆ An understanding of our big purpose
- ◆ The four levels of awareness we need to work effectively
- ◆ Understanding the concept of culture and its implications
- ◆ Key Success Indicators – your attitude, behavioural styles and strategy
- ◆ Exploring different cultural values – our own and others'
- ◆ Giving and receiving the right impression
- ◆ Understanding difference in behavioural styles
- ◆ Seeing things differently for dealing with difficult people
- ◆ Understanding 'face' (Saving, Giving and Losing)
- ◆ Taking the HEAT – a Simple dispute resolution processes
- ◆ Professional assertiveness
- ◆ Living 'above the line'

The BEST process is an initial facilitated workshop held over one full day, followed by a series of 10 Refresher Sessions to reinforce learning and embed understanding.

These are of approximately 30 mins duration, which are conducted over successive weeks by managers or supervisors. These managers are trained as Refresher Session Leaders in a half day workshop held closely following the initial workshop, which will also provide some coaching and leadership skills related to the program. This ensures their ownership and authority, confidence and competence in leading the program over the following weeks to ensure behavioural change takes place.

Workshops can be conducted for up to 25 participants, who will be divided into clusters of 5 or 6. The minimum effective group size is 8-10, as much learning takes place from participant participation.

Equipment used is kept to a minimum, to allow real-time discussion and involvement; flip charts and workbooks are our preferred media. Additionally, specifically customised 'keeper' items are provided, such as mugs, pens etc depending on your workplace, to act as ongoing reminders of the BEST principles.

Although intensive and hard-working, the entire program is lively, interactive and enjoyable, providing valuable discovery-learning processes in a friendly environment. The timing and duration of the program can be varied according to client needs and structure of the organisational structure.