



STRIVE EDUCATION GROUP

<https://www.striveeducationgroup.com/>

Cross-Cultural Communication And International Business Etiquette

Program Fee: \$2,131

This training program is designed to equip professionals with the skills and knowledge necessary for effective cross-cultural communication and understanding international business etiquette. Participants will learn to navigate cultural differences, enhance communication with global partners, and conduct business with cultural sensitivity and respect.

Course Duration: 4 Weeks (8 Sessions, 2 sessions per week)

WEEK 1: FOUNDATIONS OF CROSS-CULTURAL COMMUNICATION

Introduction to Cross-Cultural Communication

- Definition and importance of cross-cultural communication
- How culture influences communication styles
- Overview of high-context vs. low-context cultures

Understanding Cultural Dimensions

- Exploring Hofstede's cultural dimensions theory (e.g., power distance, individualism vs. collectivism, uncertainty avoidance)
- Comparing cultural dimensions across different countries
- Applying cultural dimensions to business scenarios

WEEK 2: EFFECTIVE COMMUNICATION ACROSS CULTURES

Verbal and Non-Verbal Communication

- Differences in verbal communication styles (direct vs. indirect communication)
- The role of non-verbal cues (gestures, body language, eye contact) in different cultures
- Overcoming language barriers in global communication

Building Cultural Awareness and Sensitivity

- Identifying and challenging cultural stereotypes and biases
- Developing cultural empathy and adaptability
- Strategies for active listening and effective feedback in multicultural settings

WEEK 3: INTERNATIONAL BUSINESS ETIQUETTE

Business Etiquette Around the World

- Overview of business etiquette in key regions (e.g., North America, Europe, Asia, Middle East)
- Do's and don'ts for business interactions in different cultures
- Understanding and respecting cultural norms and values

Cross-Cultural Negotiations and Conflict Resolution

- Strategies for successful cross-cultural negotiations
- Managing conflicts and misunderstandings in international business contexts
- Building trust and rapport with global partners

WEEK 4: PRACTICAL APPLICATIONS AND CASE STUDIES

Virtual Communication and Collaboration

- Best practices for virtual meetings and communication across time zones
- Tools and techniques for effective remote collaboration with international teams
- Adapting communication styles for virtual multicultural interactions

Developing a Global Mindset

- Building cultural intelligence (CQ) and its importance in global business
- Creating a personal action plan for continuous cultural learning
- Case studies and role-playing exercises to apply learned concepts