



An open virtual programme hosted by Hofstede Insights consultants

INTRODUCTION TO

CROSS-CULTURAL MANAGEMENT

A virtual programme providing participants with insights into how multicultural team members work differently and how to improve synergies among the team members.

Designed with the needs of managers working with international teams in mind.

OUR EXPERTISE AT YOUR SERVICE

Hofstede Insights has spent over 30 years helping some of the world's largest organisations transform their intercultural and organisational challenges into business success stories and translating academic research into powerful actions.

We offer high quality expert services and solutions in the field of culture and management based on academic research and a wealth of practical experience..



UNIQUENESS

The only organisation offering a combination of Organisational and National Culture expertise.



WORLDWIDE

A worldwide network of expert consultants blend their knowledge with a deep human insight; each brings wisdom born of experience and skilled cultural observation.



EFFICIENCY

Unique expertise in translating scientific knowledge into applicable and concrete business solutions.



FLEXIBILITY

Your reality first! Powerful tailor-made solutions that unleash transformative change.



RELIABILITY

Anchored in rigorous academic theory, our data-driven analysis pinpoints the role and scope of culture in your organisation's success.



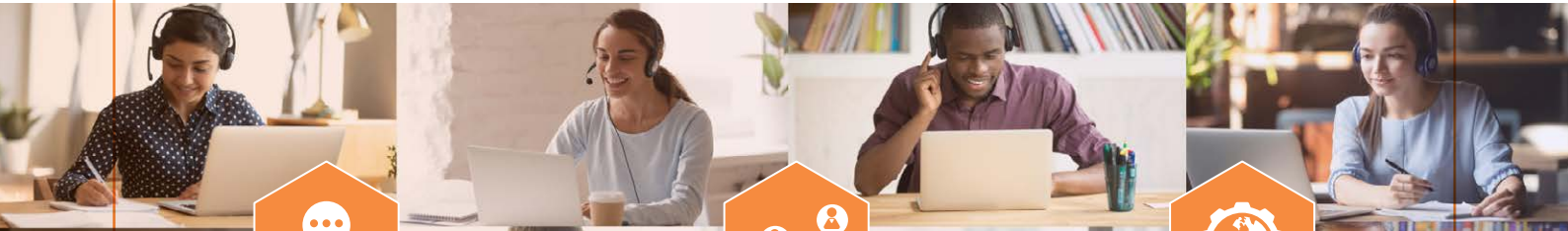
SENIORITY

A European organisation, founded in 1985 with the support of the pioneers of Intercultural Management and Organisational Culture

INTRODUCTION TO CROSS-CULTURAL MANAGEMENT ONLINE PROGRAMME

The virtual programme Introduction to Cross-Cultural Management provides you with an introduction to as well as an applicable understanding of the 6-D model of National Culture.

Using a multi-method approach consisting of case studies, simulations, and exercises, the Cross-Cultural Management online programme is flexible and offers 3 levels of depths:



LEVEL 1

AWARENESS

Give participants an understanding of the impact culture has on how to communicate across cultures based on the 6-D model of National Culture.



LEVEL 2

APPLICATIONS

Give participants an understanding of the impact culture has on motivation and trust in Multicultural Teams. Provide participants with concrete tools and strategies to improve leadership and develop long-term relationships with global colleagues and contacts.



LEVEL 3

COACHING

Equip participants with the necessary competencies to appropriately and effectively respond to the cross-cultural challenges that global managers and leaders are faced with today.

Learning Objectives

Show you how to identify your own cultural traits, making you more aware of cultural challenges within your team.

Illustrate probable cultural misunderstandings within your team .

Share tools that will allow you to take advantage of the potential of a multicultural team.

After every session, additional resources will be shared to hone your skills.

LEVEL 1 CROSS-CULTURAL AWARENESS

Level 1- Awareness provides participants with an understanding of the impact culture has on how to communicate across cultures.

LEVEL 1 INCLUDES



Pre-course survey
(10 minutes)



Culture Compass assessment
(30 minutes)



E-learning master class on Culture
(120 minutes)



Live webinar with two certified experts
(90 minutes including a Q&A)

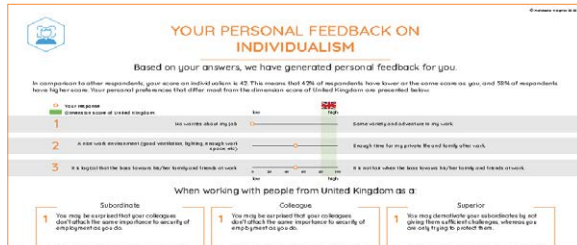


Additional resources

The Pre-course survey

The pre-course survey helps facilitators understand and customise the content based on the answers of the participants.

The Culture Compass Assessment



The Hofstede Insights Culture Compass™ helps you understand the impact of your own cultural value preferences and behaviour while working with people from selected countries, and recognise how your own, personal background impacts the way you see and resolve problems in the workplace.

E-Learning on Culture



Hosted on the interactive platform CLANED, the e-learning Master Class, will help you explore the impact of culture on working effectively and confidently despite differences in culture and experience. In addition, you will gain a better understanding of the 6-D model, a practical and scientifically-based tool for intercultural management. It is the first step to understanding and managing individual and collective behaviours in an intercultural context.

Webinar: Introduction to intercultural communication



A **90 minutes** live webinar with 2 certified experts that will help you:

- Identify situations where culture, rather than personality, plays a role in communication styles.
- Practise potential solutions to problem situations related to different communication styles between two or more cultures.
- Plan for clear communication practices in a multicultural team.

After course material

You will receive the webinar handout and additional resources such as debrief and best practices.

LEVEL 2 APPLICATION & PRACTICES

Level 2 gives participants an understanding of the impact culture has on how motivation and Trust and provides participants with concrete tools and strategies to improve leadership and develop long-term relationships with global colleagues and contacts.

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• Prerequisite: level 1

LEVEL 2 INCLUDES



Case Study



Webinar with two certified experts (90 minutes including Q&A)



Handout and additional resources



Case Study



Webinar with two certified experts (90 minutes including Q&A)



Handout and additional resources

PART 1: INTRODUCTION TO MOTIVATION ACROSS CULTURES

Case study

“Management techniques”

Live webinar with two certified experts



What motivates you isn't necessarily what motivates others. In the webinar, you will be introduced to the effect of culture on motivation and will leave with a better understanding of how you can motivate each team member.

- Differentiate the preferred management styles in different cultures
- Reflect on your assumptions on motivation within a multicultural team with respect to your own cultural preferences
- Assess ways of overcoming motivation obstacles across cultures

After course material

Additional resources to support you:
Webinar handout and “Identify motivational approaches across cultures”

PART 2: INTRODUCTION TO TRUST ACROSS CULTURES

Case study

“Promoted and Expatriated: A British Manager in Romania”

Live webinar with two certified experts



Trust is an essential component of human interaction. In this webinar, you will understand the mechanism behind trust and how you can build it inside your team.

- Identify the relationship between trust and the impact national cultures have on the creation of trust
- Distinguish the behaviours that produce trust within your multicultural team

After course material

Additional resources to support you:
Webinar handout and “Recognise actions to create trust across cultures”

ONE-ON-ONE COACHING

Level 3 equips participants with the necessary competencies to appropriately and effectively respond to the cross-cultural challenges that global managers are faced with today.

1 2 Prerequisites: level 1 & 2

LEVEL 3 INCLUDES



Coaching Session
Want vs. needs & knowledge
assessment
(75 minutes)



Coaching Session
Customised plan
(75 minutes)



Coaching Session
Follow up
(75 minutes)

YOUR TEAM OF FACILITATORS

LEVEL 1&2



DR. LISA DEWAARD

Managing Director Hofstede Insights USA

Passionate about making a practical difference in the day-to-day work of international companies by solving cross-cultural misunderstandings using powerful analytic.



DIVYA SUSAN VARKEY

Associate Partner, Hofstede Insights

A combination of knowledge and know-how: Sound knowledge based both on theory and practical experience, vibrant persona to give that extra edge to trainings and workshops and the ability to connect with people at a personal level so as to tackle some sensitive and deep-set cultural predispositions.



MICHAEL SILLER

Associate Partner, Hofstede Insights

Michael Siller has been supporting executives, business owners and project managers in times of uncertainty and change: gain clarity for great decisions, lead their teams with decisiveness to more trust and cooperation, and influence organizational culture in a lasting way.

LEVEL 3

After a call with our learning and development team you will be assigned a coach that fits your needs and profile. Our coaches possess extensive professional experience and knowledge on how to implement culturally sensitive management practices, align working practices with strategic goals.

PRICES

Level	Participant(s) per session	Time investment recommended	Prices
Level 1	max 20	5 hours	245€/Participant <i>Normal price 295€</i>
Level 2	max 20	10 hours	495€/Participant <i>Normal price 595€ (in- cluding level 1 and 2)</i>
Level 3	Level 3 one-on-one coaching	19 hours	From 1390€ to 1995€/ Participant <i>Normal price from 1600€.</i> <i>(including level 1, 2 and 3)</i>

REGISTRATION

To register go to www.hofstede-insights.com or
contact us sales@hofstede-insights.com



Hofstede
Insights

Consulting | Coaching | Certification | Tooling

Learn more: www.hofstede-insights.com
Contact us: sales@hofstede-insights.com