



Global Cultural Understanding

“It’s not wrong and it’s not right. It’s just different.” – Anon.

In today’s globalised world it is important to recognize that people from different cultures may dress, view life, and express themselves differently. Cross-cultural awareness may be the fine line that will make or break your business deals.

Global Cultural Understanding is a practical workshop that will improve your staff’s cross-cultural awareness. The course is tailored according to the needs and objectives of your company, including:-

- The Global Game
- Customs and Etiquette
- Verbal & Non-verbal communication skills
- Useful words and expressions
- How to negotiate with other cultures

Learning Outcomes

This workshop will provide participants with the following skills: -

- Increased confidence in dealing with other cultures
- Create a positive first impression
- Build an environment that improves productivity and maintains staff harmony
- Capitalise on the staff’s language skills, business networks and market knowledge

Participants will also receive an in-depth manual with background on a range of key markets. The workshop will develop these skills in small groups with hands-on role plays of key sales activities.

Target Audience

Global Cultural Understanding is designed for a range of participants dealing in the International markets and could include marketing, communications, executives being relocated to another country, support staff or anyone wanting to improve their personal and professional skills.

Course Duration

Global Cultural Understanding is a tailored program delivered either as a half day or full day program. The course can be tailored subject to specific International markets, the number of participants, length of time available and the skill level of participants.

Price

The workshops are conducted in-house and the investment will vary subject to the style of course and the length required.

Workshop Leader

Don Jolly of Global Tourism Solutions will lead the workshop on Global Cultural Understanding. Don Jolly has an extensive career in marketing and management with executive positions in both Government and private enterprises in Asia, U.K. and throughout Australia. This experience supported by extensive academic studies provides the class with the latest theory and practical knowledge of the global marketplace.

For further information, please call or email.



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