



Doing Business with ...



Program Content

Doing Business with...(Country, Region) assists professionals who do business in a new geographic region or country and need to optimize their cross-cultural skills and effectiveness by increasing awareness and specific knowledge of business, social, and market cultures. Participants explore the cultural background of a country, its history, geography, natural resources and contemporary society, as well as business etiquette and practices. On the basis of this awareness, participants develop critical skills: cultural due diligence, style-switching and cultural dialogue. These skills are practiced in the context of building relationships, presenting, negotiating, teamwork and collaboration, exercising leadership, managing performance, selling, and marketing.

Berlitz proposes to render your business style more fluid and effective by overcoming international barriers and cross-cultural differences when doing business with a specific country or region.



Public

All managers and decision makers working on an international level who wish to do business in a new geographic region or country



Program Objectives

- Develop awareness and knowledge of the cultural diversity within the country
- Acquire knowledge of a specific country's social and business practices
- Identify key cultural gaps between the individual and the given country/countries
- Apply specific cultural skills to the business objectives within the country or region.
- Develop a specific action plan.



Pedagogical approach

Analysis of those dimensions underpinning intercultural relations, hands on role plays and case studies with direct application to real life practical situations. Our training offer is built around the Cultural orientations model and tool; the tool taking the form of an on line self assessment which allows the participants' personal and cultural preferences in the work place to be mapped across 10 internationally recognized dimensions.



Having completed this course the participant will have

- Understood the impact of culture on behavior and the way business is done in a specific region or country.
- Acquired keys and techniques to help decode unexpected behavior, reactions, and modes of thinking
- Integrated the mechanisms of how to succeed in the new region or country