



When Cultures Collide – Intercultural Issues in Globalisation



Rapid globalisation requires business people to be ever more culturally sensitive. Whether buying or selling across borders or working in a multi-cultural team, today's executives need cultural knowledge and skills.

Richard Lewis Communications offer an intensive, highly interactive cultural seminar, based on our own *cultural model* and over forty years' experience. Based on Richard D. Lewis's seminal work, *When Cultures Collide*, this seminar gives leaders and managers practical strategies to embrace differences and work successfully across increasingly diverse business cultures.

Seminar Outline

Duration: 1 day

The Origins of Culture

Stereotyping – good or bad?

Layers of culture (regional, generational, professional etc.)

The categorisation of cultures:

- Linear Active
- Multi Active
- Reactive

Human Mental Programming

(a selection of countries)

Life within Horizons

National Communication Patterns

Listening Habits

Leadership styles

Motivation factors across cultures

Meeting styles

Concepts of time

Concepts of space

Globalisation: Macro and Micro level adaptation

Golden rules for dealing with different cultural categories

Further information or bookings

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