



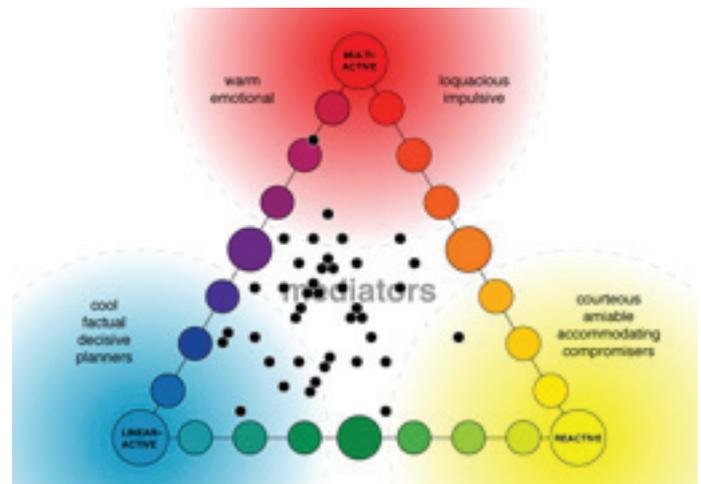
Cross-Cultural Programmes

COMMUNICATE SUCCESSFULLY ACROSS CULTURES.
ACHIEVE SUSTAINABLE IMPROVEMENTS

Is your company's cross-cultural training organised on the basis of an established MODEL recognized and used by the World Bank and 250 other multinationals worldwide, or do you meet intercultural issues in an ad hoc manner as and when they arise?

The Lewis Model

The Lewis Model has been steadily gaining acceptance among corporations and universities in the 1990s and the first two decades of the 21st century as the clearest and most effective model for cultural analysis that currently exists.



Cultural Analysis using the Lewis Model

New cross-cultural seminars from Richard Lewis Communications

- 🌐 How National Culture can make or break your corporate strategy
- 🌐 When Cultures Collide – Intercultural Issues in Globalisation
- 🌐 International Project Management – Cultural Issues and Difference
 - 🌐 Doing business with CHINA
 - 🌐 Doing business with the BRICS
- 🌐 International Public Speaking and Media Training



RLC is one of the world's longest standing and leading providers of cross-cultural training

-  We are dedicated to providing a comprehensive, integrated portfolio of services in the areas of language, communication skills, and cross-culture.
-  We are a hands-on organisation with over 250 employees and consultants around the world. Drawing on experience in the field of international training gained since 1955, we have worked with the HR & Training departments of more than 750 multinationals from over 60 countries.
-  RLC has its own model of culture
-  RLC currently advises the World Bank on cultural issues
-  RLC key staff have received a number of awards for their work in the field
-  RLC's assessment and e-learning tool, CultureActive, is the world's broadest and deepest
-  RLC is uniquely positioned to supply trainers – all trained in Lewis Model theory and methodology



Richard D. Lewis is one of Britain's foremost linguists. He founded language schools in East Asia, Portugal, Finland and Norway and spent several years in Japan, where he was personal tutor to Empress Michiko and five other members of the Japanese Imperial family.

His book, *When Cultures Collide*, has sold over 1 million copies and won the prestigious US Executive Club Book award in 1997. He currently lectures throughout the world on cross-cultural issues.

In 1997, Mr Lewis was awarded a knighthood in Finland, in view of his 40 years' experience helping Finland to develop its international links, and assisting Finland in its preparation for EU presidency.

In 2009, he was promoted to the rank of Knight Commander, Order of the Lion of Finland.

Further information or bookings

Finland

Daniel Andrews +358 (0) 40 504 6996 or daniel.andrews@rlcglobal.com

Bettina Sarosi +358 (0) 40 701 8993 or bettina.sarosi@rlcglobal.com

For rest of world

Caroline Lewis +44 (0)1962 771111 or caroline.lewis@rlcglobal.com

