

# CULTURAL CONFIDENCE™

## THE ART OF GLOBAL SUCCESS

Intercultural Training • Consulting • Destination Services • Language Training

### Intercultural Training

## Increase Your Global Sales by Working and Communicating Effectively Across Cultures

The benefits of Cultural Confidence training:

- **Increased Productivity**
- **Reduction of Culture Shock, Premature Repatriation & Failed Assignments**
- **Avoidance of Costly Misunderstandings**
- **Culture-Effective Marketing, Sales and Negotiation Strategies**
- **Successful Business Relationships**
- **Employee Confidence and Satisfaction**
- **Adaptability, Innovation and New Opportunities**
- **Competitive Advantage**

Focus areas of Cultural Confidence training programs:

- **International Assignments & Expatriate Relocation**
- **Expatriate Risk Management**
- **Workplace Diversity**
- **Global Leadership**
- **Global Virtual Teams**
- **Merger Integration**
- **New Market Entry**

Description of select Cultural Confidence training offerings:

- Living & Working Successfully as an Expatriate**

Foreign assignments can be a major challenge for the assignee, the trailing family, and the company. This training helps international assignees and their families to smoothly adjust to their new life abroad and ensure a successful assignment. By building realistic expectations and developing culture-effective business practices, this guided adaptation will allow assignees to focus on their work, thrive professionally and personally in their new environment, therefore reducing culture shock and chances of premature repatriation.
- Managing Expatriate Risk**

Domestic success by no means implies success abroad. In fact, only about half of international assignments are judged successful and many assignments end prematurely. The main reason for such failure is not the lack of technical expertise or management skills, but rather cultural myopia and dissatisfaction for the accompanying spouse. Given that expatriate assignments are million dollar investments, it is essential to be aware of the challenges and to know how to avoid such failures from the very start.

This workshop will firstly equip HR professionals with the intercultural awareness and knowledge necessary to effectively recruit, retain and develop a culturally diverse workforce. Secondly, it will provide crucial insight into the challenges of expatriate assignments from the company, the assignee and family perspectives. This knowledge will allow for an appropriate candidate selection as well as for the ability to provide the right support throughout the expatriation process, thus avoiding culture shock, assignment failure and premature return of expatriates.
- Communicating Effectively with Global Virtual Teams**

Global Virtual Teams face a number of complex challenges that are specific to interacting with members from different cultures, communicating via technology rather than face-to-face, as well as to working as a team. This workshop will enhance the effectiveness of your global virtual teams by helping members overcome potential conflict due to cultural differences and miscommunications due to accents, colloquialisms and lack of nonverbal cues.
- Harnessing Cultural Diversity at the Workplace**

Most companies work across cultures even within one office location and beyond the use of unified communications. This workshop helps multicultural local teams to work and communicate more effectively with each other. While enhancing team effectiveness and productivity, this program also helps break down barriers, resolve conflict, promote a healthy work environment and leverage new skills resources.

The Cultural Confidence approach:

For training to be effective, it must go beyond just providing information. Cultural Confidence delivers customized, hands-on training through a highly engaging process focused on the use of participative methods, role-playing, critical incidents and simulations, during which participants are encouraged to share their experiences and ideas. Our approach allows for the exploration of personal reactions, reflections, and most importantly for the development of internalized behavioral skills in response to the acquired information. In fact, Cultural Confidence training goes beyond providing essential etiquette and protocol guidelines specific to the target region: While providing practical, country-specific know-how, our method equips participants with a foundational skill set of intercultural effectiveness that can be applied in any cross-cultural interaction, regardless of the target culture. In other words, we won't just "feed you a fish for a day" but "teach you to fish" so that you can be sustainably effective in multiple cross-cultural situations. Finally, once having learned to identify their own cultural blueprint and how to bridge the gap across cultural differences, participants are guided towards applying the newly acquired skill set directly to their particular work situation.

**Contact us today and let us know how we can help you maximize your success  
on the global stage!**

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**Email** [info@CulturalConfidence.com](mailto:info@CulturalConfidence.com)

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