

*Enablers India present
a unique Management Development programme on*

Cross Cultural Competency

For whom:

1. Professionals planning to go abroad
2. Executives who interact with foreigners (BPO, KPO and IT professionals and sales professionals who sell to embassies etc.)
3. Executives working in organizations which have internal diversity (within the organization)

Mode:

Online instructor led, interactive and highly participative.

Dates:

May 2 to 31, 2022. On weekdays, from 4.00 to 5.30 PM. Total 20 sessions of 90 minutes each.

If this is interesting to you, go ahead and read the entire brochure.

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Why online and why staggered?

Some managers consider that online training is not effective. Our experience is that online training is quite effective if facilitator is competent and participant is keen to learn. Facilitators of Enablers India are highly skilled in delivering effective training in interactive virtual settings.

We have found that staggered training is greatly effective in absorbing the concepts and reflecting on them. In our programmes, post session tasks are an integral part. These are very useful in transferring the learnings to real life.

Online programmes save a number of costs – such as travel cost, lodging charges both for facilitators and participants. Venue costs and hospitality costs are also zero.

Staggered programmes also allow a participant to continue daily tasks in his/her role.

As pandemic is nearing its end (hopefully), we believe that on some topics and for many participants, online training will become most preferred choice, even in post pandemic era.

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Introduction

Our economy is becoming increasingly global. There is increasing demand for individuals who have required competency to understand the global context of business: from the logistics of international trade and cross-border investments to the cultural and ethical issues that are imbued in the practice of business around the world. While it is relatively easy to acquire knowledge, the challenge is in getting a good grip on cultural understanding. Individuals who are aspiring to work in other countries or transferred to a foreign location have to acquire cross cultural competency to succeed in their assignments.

In last 25 years, since the advent of BPOs, KPOs and globalized IT firms, the need for cross cultural sensitivity and appropriate skills has exponentially shot up. A young person coming from mofussil town (or village) has to quickly adapt to metro culture and then in interacting with customers from USA, Europe to Australia, encounters a steep learning curve.

There are increasing examples of foreigners working in India, particularly in senior positions. They bring diverse perspectives to the workplace. Understanding different

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perspectives is critical for employees to succeed in their respective roles.

These skills are increasingly valuable to employers faced with the challenge of opening and integrating multiple markets and achieving cohesion and collegiality in increasingly diverse workforces.

Within our large country, we have rich diversity of cultures. While it is obvious that if one migrates to another country, one has to adapt to the host country's culture; many of us do not realize that domestic migration also requires adaptation to a different culture. Cultural adaptation leads to improved chances of success and better performance. In a metro like Delhi, we find large cultural diversity amongst customers and colleagues. A shopkeeper in Khan Market and Sarojini Nagar routinely entertains customers from different countries who are staying in Chanakyapuri.

If one gets a job in an MNC, one has to develop quick understanding of the culture of that organization which may largely be influenced by the country of MNC's origin. (Japanese, German, Swedish etc. are the examples.)

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Objectives

At the end of this course, the participants will be able to (not fully, but substantially)

- A. Assess their barriers to cultural sensitivity (Cognitive biases)
- B. Develop cultural sensitivity
- C. Develop skills to communicate across cultures
- D. Develop skills to market products and services to prospects from different cultures.
- E. Develop Negotiating skills across Cultures
- F. Develop skills to manage, motivate and lead people and contribute effectively in teams
- G. Adapt Organization's functional processes to host country's systems and culture
- H. Shape organizational culture symbiotically with national cultures and harness the power of cultural diversity.

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Contents

- Appreciating cultural diversity (cognitive and attitudinal)
- Variations in National Cultures - Geert Hofstede Model
- Dimensions of Organizational Culture
- Inter play of National culture and organizational culture
- International Migration versus Intranational migration
- Barriers to communication. Assessing Cognitive biases
- Developing skills to work with people from different cultures (Communication and Presentation Skills, Variations in body language and Social Etiquettes)
- Cultural Differences versus Personality Differences
- Role of Culture in marketing products and services
- Understanding Politics, Laws & Economics of another country
- Demographic and Political Systems in a country cluster.
 - Europe
 - US, Britain, Australia and Canada
 - Middle east
 - South East Asia
- Managing Political risk

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- International Marketing Approaches
- 4 Ps of marketing in another country.
- Managing Sales force in a different culture
- Negotiating across Cultures
- Adapting Organization to host country's systems and culture
 - Manufacturing, Operational strategy and systems
 - New Technology adoption challenges
 - Financial rules and regulation (Islamic Banking)
 - Legal environment International Arbitration versus Domestic Arbitration
 - Manufacturing, operational, project, and R&D unit location and cultural issues
 - Culture and new technology adoption
 - Culture and Legal Environment
- HR Systems and Policies
 - Cultural Dimension of HRM in different phases of employee Life Cycle.
 - Cultural Dimension of HRM Case Example Bharat Forge Ltd.
- Values in Culture - example of Gora and universal values. Asked questions for developing articulation.
- Motivating workforce from a different culture

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- Adapting and adopting appropriate Leadership styles in a variety of cultural settings
- Leadership styles and Hofstede's cultural dimensions
- Managing Global Teams representing different cultures
- Challenges of International Assignments
- Developing Global Mindset
- Expatriate Management
- Shaping organizational culture and aligning to national culture for organizational longevity.
- Emphasizing Cultures, Ethics & Norms
- Develop and strengthen 'respect for diversity' as a value.

Methodology

The programme consists of various exercises, self-assessment questionnaires, case studies, videos, and participant presentations. It is conducted in English language.

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Lead Faculty and programme designer

Y N Kaushal

Kaushal is Director of Enablers' Management Institute. He has an MBA (Post Graduate Diploma in Management) from Indian Institute of Management, Ahmedabad. He received a Diploma in Training and Development from United Kingdom. Having received a fellowship from US Government, he made a study of best HR practices in United States of America. He is qualified as an administrator and trainer for programs using MBTI (Myers Briggs Type Indicator). Kaushal has diverse experience in people development from designing and conducting management development programmes to Executive Coaching to consulting for a variety of organizations.

For structured and detailed profile, please visit

<https://www.linkedin.com/in/ynkaushal/>

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Dates and Timings of the course

One session each is scheduled on weekdays from Monday to Friday. Timings are from 1600 Hr Indian Standard Time to 1730 Hr IST. (1030 to 1200 GMT)

The course is conducted online in instructor led mode. Number of participants in a course are between 12 to 16 only. It is completely interactive. All participants have to keep their video 'ON'.

Starting Date: **Monday, 2 May 2022**

Completion Date: **Tuesday, 31 May 2022**

Fees

The Course Fees are Rs 10,000/- (Rupees Ten Thousand only) per person for India based participants. For participants residing outside India fees are USD 200.

How to join

Organizations can nominate their employees by send details by email to ynkaushal@gmail.com or a (WA) message to 8800739953.