

Fundamentals of Cross-Cultural Communication in the Workplace

Regardless of the new challenges faced today, our global economy will continue to become more diverse and business employees from different countries and cultures will continue to interact more frequently. This course, “**Fundamentals of Cross Cultural Communication in the Workplace**” will help you to communicate successfully across cultures and build your competitive edge. You will learn how to respect cultural differences in communication styles and increase your awareness in intercultural interactions.

Course Outline

Lesson 1: How Do We Define Culture

- What is Culture?
- What is Cross-Cultural Communication?
- What is Cross-Cultural Miscommunication?
- Why is Cross-Cultural Communication Important in Business and the Workplace?

Lesson 2: What are Cultural Values?

- Core Values
- Attitudes and Beliefs
- Behaviours and Customs

Lesson 3: Communication Styles Across Cultures

- High-Context vs Low-Context
- Rigid-Time vs Fluid-Time
- Employer - Employee Power Distance Index (PDI)
- Uncertainty Avoidance Index (UAI)

Lesson 4: Patterns of Cross-Cultural Business Behaviour

- Linear Active
- Multi-Active
- Re-Active

Lesson 5: Cross-Cultural Awareness in the Workplace

- Why is Intercultural Awareness in the workplace important?

Lesson 6: Types of Non-verbal Cross-Cultural Communication

- Personal Space
- Touch
- Business Etiquette
- Gestures
- Body Language
- Eye Contact

Lesson 7: How to recognise differences in cultural business scenarios

- 3Rs of Cultural Intelligence

Training Methodology

The training will encompass audio-visual presentations, exercises, case studies and discussions via an online or a face-to-face training platform

Who Should Attend

This program is designed for all levels of the workforce

1-day Program | 9am – 5pm

For more information, kindly contact:-

Lai Siew Peng | siewpeng.lai@crowe.my | 016 211 6797

Carol Victor | carol.victor@crowe.my | 016 202 7470

***This course is eligible for HRDF**