

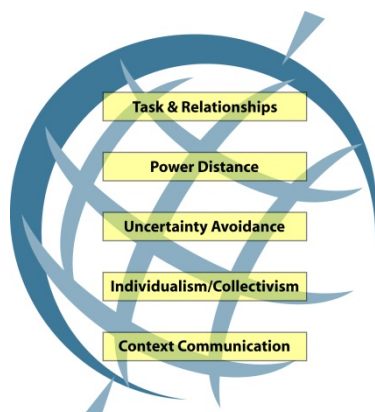


GLOBAL EFFECTIVENESS

Businesses big and small are participating in the global marketplace. In fact, an employee need not travel across the ocean to experience different cultures and ways of life; cultural differences are present within national boundaries. In order for business deals to run smoothly, it is becoming more important for every member of an organisation to be able to interact effectively with people from other cultures. Many business opportunities are lost due to cultural misunderstandings. By equipping each employee with the appropriate knowledge, those deal-breaking, costly mistakes can be avoided.

Global Effectiveness is based on working within the five cultural dimensions (see below). This programme will teach participants what types of behaviors to expect from certain cultures and how to prepare themselves

Five Cultural Dimensions



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for business interactions. Also, as participants learn about each of the five dimensions, they will understand stereotypes differently and will be able to make business interactions run more smoothly.

PROGRAMME OUTCOMES

By implementing *Global Effectiveness*, each participant will become more interculturally savvy and thus more effective at conducting business across cultures. While many business deals dissolve from lack of understanding across cultures, this programme gives participants a greater depth of knowledge to prevent such misunderstanding and complete business efficiently and effectively. *Global Effectiveness* turns cultural differences from an unknown liability into an asset.

APPROACH

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, *Global Effectiveness* includes components and activities that enhance:

Participant Readiness: Prepares participants and managers for the overall learning experience

- Pre-workshop communication sets the context for learning.

Learning Transfer: Embeds practice and use of new skills in the learning design. The learning can be flexibly delivered as a:

- Two-day face-to-face application-oriented workshop
- Modular workshop, delivered over non-consecutive days to allow application between sessions

The face-to-face workshop can be taught by a Wilson Learning facilitator or by an organisation's own leader-trained in-house professional.

Organisational Alignment: Ensures the organisation supports the use of the new skills

- Post-learning reinforcement activities (optional) for both the manager and participant support skill application and implementation.

As a result, participants will continue to apply the skills and tools learned in *Global Effectiveness* long after the learning event is completed.

For a deeper background on social interactions, it may be beneficial for participants to attend the *Building Relationship Versatility* course prior to attending *Global Effectiveness*.

GLOBAL EFFECTIVENESS: OUTCOMES BY MODULE

<i>Modules: Key Learnings Are ...</i>	<i>Your Participants Will Be Able To ...</i>
<p><i>Programme Introduction</i></p> <p>How to define the importance of a global mindset and a global skill set that leads to global effectiveness.</p>	Recognize how to bridge cultural and language barriers to achieve more effective cross-cultural business relationships and improve global performance.
<p><i>Cross-Cultural Foundation</i></p> <p>How to define culture and its impact on business. How to assess one's beliefs and values and how they impact one's own view of other cultures. How to recognize stereotypes and their impact on human interactions and how to overcome them.</p>	Recognize how culture impacts interpersonal interactions, and how their own behavior impacts their personal and professional effectiveness. Develop more effective and productive work relationships.
<p><i>Global Skills Tools</i></p> <p>How to identify differences in expectations and behaviors through five cross-cultural dimensions and understand how they affect business relationships.</p>	Use this knowledge to prepare for cross-cultural business interactions. Identify critical global communication barriers and devise efficient ways to handle them.
<p><i>International Business Communication</i></p> <p>How to apply and use the global skills tools in international business communications.</p>	Utilize a variety of resources to communicate more effectively with their international colleagues.
<p><i>Culture Shock</i></p> <p>How to recognize the elements of culture shock and how it may affect everyone involved. How to cope with culture shock to minimize the impact on business.</p>	Deal with culture shock to successfully engage in business relationships across cultures.
<p><i>Action Plan</i></p> <p>How to capitalize on global effectiveness. How to create cultural profiles in order to become more effective with global business partners.</p>	Implement the tools learned in order to improve global effectiveness.

ENABLING IMPROVED PERFORMANCE

Global Effectiveness can be enhanced with optional performance application, reinforcement, and support tools. These ensure that participants can hone newly acquired skills and behaviors upon returning to work. Involving managers early on and training them to coach to global effectiveness is also important for successful *Global Effectiveness* implementation.

This offering, like all others from Wilson Learning, can be customized to reflect your environment and business priorities and can be integrated with your processes.

For more information, please contact our New Zealand business partner:



Growing Organisations

info@growingorganisations.com

www.growingorganisations.com

Or call Ross on +64 (0) 21-1528400