

# INTERCULTURAL COMMUNICATION

Or, Successful business persuasion across different nations

## WHAT IT IS ABOUT

Communication is about **persuading other people** to think and act as we see fit. We do that using verbal and non-verbal instruments and yet, often, we miss our goal of persuading others even those who share the same culture of origin as our own.

Imagine now, how difficult it is to try and persuade people coming from different background, having different life experiences, values, beliefs and convictions.

In this workshop participants master **skills for successful persuasion** of people coming from different origin in a business context. We touch upon how persuasion is done on three levels:

- Persuading subordinates
- Persuading peers
- Persuading superiors

The program is based on the Hofstede Model and results in a logical and practical framework for communication across the world.

## WHO IT IS FOR

This workshop is a perfect fit for all professionals whose job involves communicating in the multicultural workplace or business place.

Typical profiles of participants include, but are not limited to: managers of multinational teams, professionals doing international sales and negotiations, top managers in charge of setting global targets and strategies, members of outsourced and distributed teams collaborating on cross-border projects

## PRACTICAL OUTCOMES – learning modules

- Strategies for successful persuasion and their different meaning across cultures
- Culture lense, bias, stereotype and their consequences
- Levers of influencing people of different mindset
- Presentation skills for international audience
- Communication styles for building rapport
- Decision making process in different cultures
- Body language in various communication contexts

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In the course of more than 30 years of applying the Hofstede Model we have helped clients enhance business effectiveness, capitalize on cultural diversity and make corporate culture work in alliance with strategy.

Founded in 1985 upon the data-driven research model of renowned Prof. Geert Hofstede, we are an international consultancy represented in 37 countries around the world, and one of only two organizations licensed to work with the 6-D Culture data model for business trainings.

The strength of Hofstede Insights lays in the combination of science, experience and business expertise. We are a close-knit network, with a collective wealth of cultural know-how that is based on continuous learning and sharing of experience.

[www.hofstede-insights.com](http://www.hofstede-insights.com)



Daniela Kaneva

Daniela is an Associate Partner of Hofstede Insights, senior consultant for California, USA, based in Los Angeles.

Daniela's lifelong career in international sales and marketing has brought her expert and hands-on knowledge about how to work with more than 25 nations in Europe, across the Russian Federation, the Balkan region, the Caucasus region, Middle East, United States and Mexico.

Daniela is a business consultant in the areas of cross-cultural communications, cultural diversity for business, intercultural marketing, global teams management, optimizing corporate culture for strategy and agility for CEOs.



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