



Berlitz

Berlitz Cultural Consulting Cultural Business Seminars

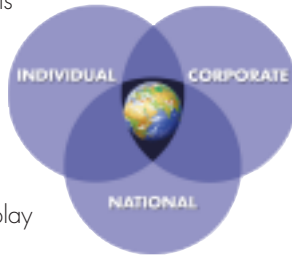
Solutions Beyond Language—Achieving Global Competency.

Advance leadership capabilities for succeeding in global enterprises.

With Berlitz Cultural Business Seminars, global executives build upon their platform of strategies, techniques, and approaches to effectively lead in international business situations. Executives must demonstrate a management perspective accompanied by a high level of global competency in functions involving problem solving, decision-making, knowledge management, and human capital. Whether executives have to motivate a management team in India or negotiate a contract in China, Berlitz Cultural Business Seminars help them develop the communications savvy to meet their organization's goals.

The strength of the Berlitz Cultural Consulting Approach.

The Berlitz Cultural Consulting Approach addresses three components that impact a global executive's effectiveness when conducting international business: Corporate Culture, National Culture, and the Individual Perspective. These components overlap to form a cultural interface. Managing within this cultural interface requires global leadership competencies. Berlitz Cultural Consulting programs develop culturally competent leaders through the use of effective strategies to navigate the interplay between Corporate Culture, National Culture, and the Individual Perspective.



Solutions for International Success.

Offered in country-specific versions, all the Berlitz Cultural Business Seminars are led by consultants who are world-class authorities on cross-cultural issues impacting intercultural business.

Cultural Orientations Indicator® (COI) Online Assessment.

The COI assessment is a statistically validated cultural assessment that measures a person's work style preferences against 10 dimensions of culture. Provided comparison tools generate an analysis of cultural gaps by comparing your COI cultural profile with national and regional cultural profiles. The COI assessment takes approximately 25 minutes to complete, and is available in 9 different languages - Chinese, English, French, German, Italian, Japanese, Polish, Spanish (Español), Spanish (Americano Latino).

The portfolio of Berlitz Cultural Business Seminars includes:

Intercultural Management Skills: Increases global competency by discussing how a country's cultural values impact decision making, problem solving, project management, and work delegation. Executives deepen their repertoire of management skills and are provided with a personal action plan for increased effectiveness.

Team Building: Identifies the critical issues facing global teams and develops strategies to improve performance. Executives enhance leadership, creativity, and problem solving skills.

Global Perspectives: Raises global awareness by examining how a country's history, government, social structure, geography, and religion result in cultural values that affect behavior and impact communication. Enables employees to improve their overall communications, to function with greater cultural sensitivity when giving/receiving feedback, and to even understand when "yes" means "I don't understand."

Virtual Teaming: Designed for leaders and team members who conduct business and share information primarily through the use of teleconferences, emails, and online messaging (e.g., webinars). The essential component of an effective team is trust; developing trust *virtually* requires that team members understand personal and contextual realities with 24/7 accessibility. Virtual Teaming fosters this understanding and trust, resulting in more accurate information sharing and greater willingness to solve issues privately and creatively.

Presentation Skills: Enhances agility in informing, persuading, or motivating through presentations using culturally-specific technologies and methods. Presenters customize presentations to fit a country's unique sense of humor, structure, storytelling, movement, and style. Includes evaluation and a personal action plan.

Culturally Competent Healthcare: Increases proficiency in understanding the link between cultural competence and clinical outcomes and improves communications in multicultural healthcare environments.

For more information, we invite you to schedule a meeting with your local Berlitz corporate consultant today.

www.berlitz.us • 1.866.723.7548

Cultural Orientations Indicator® is a registered trademark of Training Management Corporation, a Berlitz Company