



# Berlitz

## Online Cultural Consulting

The Berlitz Online Cultural Consulting program is offered through the Berlitz Mobility Navigator, and is designed to enable organizations to prepare their employees for global markets. The online learning is targeted for: expatriates, short-term assignees, frequent business travelers and executives working internationally. Online training is convenient and accessible 24/7.

The web accessed tools included in this program are:

### The Berlitz Mobility Navigator.

The Berlitz Mobility Navigator system delivers the most comprehensive and timely cultural and business intelligence through an online interface. You will find up-to-the minute analysis and insight around a wide range of global business and cultural topic designed to improve the business professional's global competitive edge.

Through the Six Primary Channels the Berlitz Mobility Navigator enables business executives to achieve the following goals:

- Obtain critical market knowledge to conduct business across cultures and geographies.
- Recognize behavioral changes to facilitate adjustment to a new country and generate targeted information, comparisons and analysis of cultural gaps with your new country's national profile.
- Scan the world for management and business practices across cultures.
- Develop cultural competence to build and manage global alliances, partnerships and value networks.
- Enhance cultural understanding and bridge cultural differences.

### The Cultural Orientations Indicator®.

An assessment tool that provides a personal cultural profile on the basis of the 10 dimensions recognized in the Cultural Orientations Model™. Statistics can be provided on an individual or aggregate basis. The Cultural Orientations Indicator is a validated assessment tool based upon extensive international and trans-cultural training experiences as well as anthropological research.

### Cultural Orientations at Work Web Course.

This program builds on the COI and guides participants towards understanding one's own culture-based work style and communication preferences, identifying coworkers and counterparts' preferences and having a flexible behavioral repertoire to bridge cultural differences. Based on the Cultural Orientations Model, participants learn the ten dimensions of culture as a framework for understanding cultural differences.

### Doing Business in... (Country Series) – Web-course.

Guides participants through a series of informative modules that present material on general cultural and management practices in a specific country. The core objectives are to:

- Grasp the country economy, history, basic facts, culture, maps, useful links, relocation and travel information and business and management practices.
- Recognize your own cultural preferences and how they compare to the country of concern.
- Understand the local market and how business is conducted within the country.
- Navigate management structures, decision-making processes and negotiation strategies.
- Adapt business and management skills to work effectively in the country.

Doing Business In ... Web-Courses are available for the following countries, and we add to our repertoire of countries on an annual basis: USA - India - China - France - Spain - Germany - UK - Japan - Brazil - Mexico - Korea - Poland - Taiwan

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

[www.berlitz.us](http://www.berlitz.us) • 1.866.723.7548