

<b>COURSE TITLE:</b>	<b>Translating Strategies Across Cultures</b>
<b>FACILITATOR:</b>	<b>Dr. Natalia Burianyk</b>
<b>OBJECTIVE:</b>	<p>Cross-cultural competence is an integral part of a successful international venture. It gives a competitive edge to the companies which take the effort to learn about their counterparts' reference frame, to understand their decision-making process and to use it effectively to ensure smooth business communication and negotiations.</p> <p>The workshop will examine the concept of culture and its implications for our perception of ourselves and "the others." It will consider the impact of culture on communication patterns and will offer insights into how one can predict and resolve potential communication problems with different cultures. The workshop will also provide the tools to assess one's own advantages and limitations in dealing with other cultures.</p>
<b>CORE COMPETENCIES:</b>	<p>By undergoing this workshop, participants will be able to do the following:</p> <ul style="list-style-type: none"> <li>➤ Appreciate the impact of culture on an individual</li> <li>➤ Recognize different aspects of a communication gap</li> <li>➤ Become aware of communication patterns based on different cultures</li> <li>➤ Become aware of Hofstede's four dimensional model of differences among national cultures</li> <li>➤ Identify one's own cultural paradigm</li> <li>➤ Determine what it takes to become an effective cross-cultural communicator</li> </ul>
<b>DURATION:</b>	<p>One 3 hour session OR Two 3 hour sessions OR 1 Day – Six (6) hour session</p>

