

COURSE TITLE:	<p style="text-align: center;">“What’s In a Word?”: The Language Barrier in Cross-Cultural Communication</p>
FACILITATOR:	<p style="text-align: center;">Dr. Natalia Burianyk</p>
OBJECTIVE:	<p>The importance of language, which is an essential part of culture, is hard to overestimate. Our language reveals not only how we express ourselves as individuals, but also how we think as a nation. It reflects our national biases, advantages and limitations.</p> <p>The workshop will focus on how to make language a powerful tool in cross-cultural interaction. It will examine verbal and non-verbal communication, will consider the host culture language as someone else’s frame of mind, and will identify effective ways of using the language to advance one’s business goals</p>
CORE COMPETENCIES:	<p>By undergoing this workshop, participants will be able to do the following:</p> <ul style="list-style-type: none"> ➤ Appreciate the impact of the language in communication ➤ Recognize the messages of non-verbal communication (body language, distance, dress, grooming) ➤ Become aware of the challenges of cross-cultural communication and negotiations ➤ Acquire skills in hiring and handling interpreters ➤ Acquire skills in effective cross-cultural communication (International English, presentations, meetings, trade shows, etc.) ➤ Identifying one’s own effectiveness as a cross-cultural communicator
DURATION:	<p style="text-align: center;">One 3 hour session OR Two 3 hour sessions OR 1 Day – Six (6) hour session</p>

