

CROSS-CULTURAL MANAGEMENT

JEAN-PHILIPPE BERQUE

🔗 Integrating cultural differences

COURSE OUTCOME

Understanding the main cultural differences and identifying the critical areas of cross-cultural management in business. Promoting a collaborative approach among multinational teams, profiling teams and managing projects.



Training package developed within the “Professional Development international training program”.

TEACHING METHOD

Bilingual “à la carte” teaching in French and/or English with interaction, role-play and workshops validating the acquisition of skills. Participants will practice skills learned throughout this interactive, fast-paced international management course. A conference on this subject is also available.

COURSE OUTLINE

The course includes 3 parts:

1. Understanding the features of a cross-cultural business environment

- Understanding how culture can influence perceptions, behaviours, modes of action and communication patterns.

2. Working and communicating with global teams

- Using techniques and tools to succeed in interviews, persuade in meetings and presentations, manage teams and projects.
- Gaining confidence for public speaking.

3. Anticipating and managing cross-cultural conflicts

- Interaction, customer relationship management and business negotiation.
- Profiling regional negotiators and using Best Practices.

AVAILABLE FORMATS

- A two-day course in 2 consecutive or separate days.

TARGET AUDIENCE

Designed for any business traveller and expatriate manager eager to improve their communication techniques, team management and negotiating skills.

COURSE FEE

Contact us.

RECOMMENDED READING

- J.-P. BERQUE, *International Business Management*, to be published shortly.