

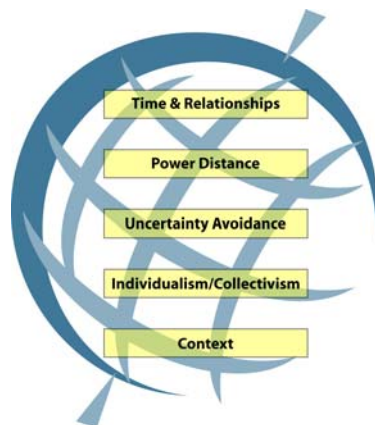


GLOBAL AWARENESS

Businesses big and small are participating in the global marketplace. In fact, an employee need not travel across the ocean to experience different cultures and ways of life; cultural differences are present within national boundaries. It is becoming more important for every member of an organization to be able to deal with people from other cultures in order for business deals to run smoothly toward the desired outcome. Many business deals are lost due to cultural misunderstandings. By equipping each employee with the appropriate knowledge, those deal breaking, costly mistakes can be avoided.

Global Awareness (GA) is based on working within the five cultural dimensions (see below). This program will teach every participant what types of behaviors to expect from certain cultures and how to prepare one's

Five Cultural Dimensions



self for business interactions. Also, as participants begin to understand each of the five dimensions, stereotypes will be understood differently and participants will be able to make business interaction run more smoothly.

VALUE PROPOSITION

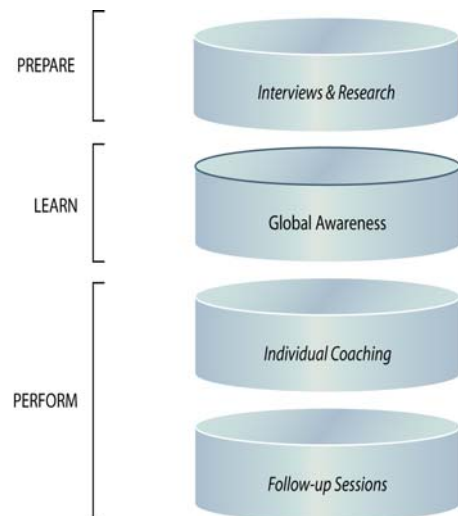
By implementing GA, each participant will become more savvy toward inter-cultural interactions and thus become more effective at conducting business across cultures. While many business deals dissolve from lack of understanding across cultures, GA gives participants a greater depth of knowledge to prevent such misunderstanding and complete business efficiently and effectively. GA turns cultural differences from an unknown liability into an asset.

APPROACH

GA is a two-day instructor-led module that can be facilitated by Wilson Learning or by a leader-trained in-house professional.

This enables:

- Face-to-face interaction among the participants and with the facilitator
- True-to-life skills practice with immediate in-person feedback
- The opportunity for real-time commitment to action



For a deeper background of social interactions, it may be of benefit to each participant if they attend the *Social Styles* course prior to attending *Global Awareness*

GA has seven integrated learning modules:

OUTCOMES BY MODULE

<i>Modules: Key Learnings Are...</i>	<i>Your Participants Will...</i>
<p><i>Cross-Cultural Foundation</i></p> <p>How to identify how one's own cultures affects them. How to define culture and its impacts on business. How to assess one's own beliefs and values and how they impact one's own view of other cultures</p>	Be able to recognize how culture impacts interpersonal interactions, and how one's own behavior impacts their personal and professional effectiveness.
<p><i>Cross-Cultural Exploration</i></p> <p>How to identify confusion that may arise due to culture. How to recognize stereotypes and the impact of them on human interaction and how to overcome them.</p>	Be able to recognize stereotypes and improve multicultural interactions by reducing confusion. Be able to develop more effective and productive work relationships.
<p><i>Global Skills Toolkit</i></p> <p>How to understand the differences in time and role and how they affect business relationships. How to identify differences in expectations and behaviors through three different cultural dimensions.</p>	Be able to use knowledge to prepare for cross-cultural business interactions. Be able to reduce surprises that could cause a business deal to dissolve.
<p><i>Communicating Across Cultures and Language Barriers</i></p> <p>How to recognize the differences in communication styles that occur in nonverbal, verbal and business communications.</p>	Be able to identify critical global communications barriers and devise efficient ways to handle them.
<p><i>Culture Shock</i></p> <p>How to recognize the elements of culture shock and how it may affect everyone involved. Be able to cope with culture shock to minimize the impact on business.</p>	Be able to deal with culture shock to successfully engage in business relationships across cultures.
<p><i>Cross-Cultural Business Networking Resources</i></p> <p>How to develop a personal list of resources. Be able to add to one's own list of resources for future reference.</p>	Be able to create a global resource network to ensure future effectiveness.
<p><i>Action Plan</i></p> <p>How to capitalize on global effectiveness. How to create cultural profiles in order to become more effective with global business partners.</p>	Be able to implement the tools learned in order to improve global effectiveness.

ENABLING IMPROVED PERFORMANCE

GA can be enhanced with optional performance application, reinforcement, and support tools. These ensure that participants can hone newly acquired skills and behaviors upon returning to work. Involving managers early on and training them to coach to global effectiveness is also important for a successful GA implementation.

MEASUREMENT

Organizations that implement GA can access an optional knowledge assessment questionnaire that can be used in both pre- and post-study to gauge insight gained.

EVALUATION

Organizations that implement GA have access to a broad range of tools to measure initial behavioral changes and business results. For GA, one approach may be a web-based survey of participants to identify the degree of change in key skills and document the differences that this change makes. Other research options are also available

This offering, like all others from Wilson Learning, can be customized to reflect your environment and business priorities, and integrated with your processes.