

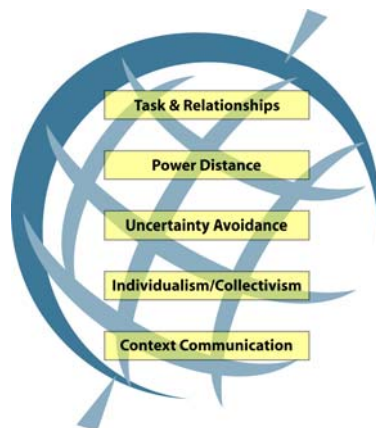


GLOBAL AWARENESS

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 interact effectively with people from other cultures in order for business deals to run smoothly. Many business opportunities 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 participants what types of behaviors to expect from certain cultures and how to prepare themselves

Five Cultural Dimensions



for business interactions. Also, as participants learn about each of the five dimensions, they will understand stereotypes differently and will be able to make business interactions run more smoothly.

VALUE PROPOSITION

By implementing GA, each participant will become more interculturally savvy and thus 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

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, *Global Awareness* includes components and activities that enhance:

Participant Readiness: Prepares participants and managers for the overall learning experience

- Pre-workshop communication sets the context for learning.

Learning Transfer: Embeds practice and use of new skills in the learning design; the learning can be *flexibly delivered* as a:

- Two-day, face-to-face, application-oriented workshop
- Modular workshop, delivered over non-consecutive days to allow application between sessions

The face-to-face workshop can be taught by a Wilson Learning facilitator or by an organization's own leader-trained in-house professional.

Organizational Alignment: Ensures the organization supports the use of the new skills

- Post-learning reinforcement activities (optional) for both the manager and participant support skill application and implementation.

As a result, participants will continue to apply the skills and tools learned in *Global Awareness* long after the learning event is completed.

For a deeper background on social interactions, it may be beneficial for participants to attend the *Building Relationship Versatility* course prior to attending *Global Awareness*.

OUTCOMES BY MODULE

<i>Modules: Key Learnings Are...</i>	<i>Your Participants Will Be Able to...</i>
<p><i>Program Introduction</i></p> <p>How to define the importance of a global mindset and a global skill set that leads to global effectiveness.</p>	Recognize how to bridge cultural and language barriers to achieve more effective cross-cultural business relationships and improve global performance.
<p><i>Cross-Cultural Foundation</i></p> <p>How to define culture and its impacts on business. How to assess one's beliefs and values and how they impact one's own view of other cultures. How to recognize stereotypes and their impact on human interactions and how to overcome them.</p>	Recognize how culture impacts interpersonal interactions, and how their own behavior impacts their personal and professional effectiveness. Develop more effective and productive work relationships.
<p><i>Global Skills Tools</i></p> <p>How to identify differences in expectations and behaviors through five cross-cultural dimensions and understand how they affect business relationships.</p>	Use this knowledge to prepare for cross-cultural business interactions. Identify critical global communication barriers and devise efficient ways to handle them.
<p><i>International Business Communication</i></p> <p>How to apply and use the global skills tools in international business communications.</p>	Use a variety of means to communicate more effectively with their international colleagues.
<p><i>Culture Shock</i></p> <p>How to recognize the elements of culture shock and how it may affect everyone involved. How to cope with culture shock to minimize the impact on business.</p>	Deal with culture shock to successfully engage in business relationships across cultures.
<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>	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 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.