Culture Matters: Communicating Effectively the Global Workplace
June 13-15, 2015

Day 1: The fundamentals of culture and communication
9:00 Definition of terms: micro-and macro-cultures
   Main cultural variables and patterns
10:30 Break
10:45 Identification of participants' own cultural norms
   Ways cultures shape communication norms
12:00 Lunch
1:15 Verbal and non-verbal communication
   English language as professional lingua franca
3:00 Break
3:15 Variations, paradoxes, and possible barriers to communicating across cultures

Day 2: Cultural dynamics in the global workplace
9:00 Extended intercultural interaction simulation (reception attended by business partners from different cultures) and debrief
10:30 Break
10:45 Introduction to common framework of cultural dimensions (Hofstede)
12:00 Lunch
1:15 Cultural dimensions and their impact on professional communication and business behaviors
3:00 Break
3:15 Culture-dependent leadership communication: Examples from the business world
   Successes & failures in working across cultures: Two corporate case studies

Day 3: Modelling cross-cultural competence in management
9:00 Contexts and best practices in culturally competent management
10:30 Break
10:45 Defining management principles (e.g., motivation, appreciation, assessment) through a cultural lens
   Small group role plays (advertising and performance review)
12:00 Lunch
1:15 View film Outsourced and debrief
3:00 Break
3:15 Overview of resources to continue exploring culture and communication
   Course wrap-up