

Program description: Training Intercultural Communication

Do you occasionally have a misunderstanding with a colleague? Who doesn't? And would you like to know how to reduce those misunderstandings?

This is what you'll learn in the training Intercultural Communication!

It is said that miscommunication is the cause of 80% of the problems we have in the workplace. People don't always interpret our words and intentions the way we intend them. In intercultural or international interactions, miscommunication happens even more often.

This training uses scientific insights, but is not a boring lecture. It is an interactive workshop, in a relaxed atmosphere, which is mainly aimed at learning tools that you can apply immediately in your day-to-day interactions.

In this training, we'll first discover the power of our culture in our perceptions. To communicate effectively, you need understanding of cultural differences so we'll take a self-test and we introduce a framework that can help you correctly interpret actions of your conversation partner. Culture shock and the impact of stereotyping and prejudices are also discussed.

Program:

1. Introduction, Mind Map & Examples of (in) effective intercultural communication
2. What is culture?
3. Stereotyping and prejudices
4. Culture shock
5. Cultural Self-test and Dimensions:

Profile Trainer: Anne-Marie Dingemans Pérez

20 years of international management experience made me realize that miscommunication is often at the base of failed cooperation in international organizations. This is why, after achieving an executive MBA at Bradford School of Management, UK, I started Globalizen in 2009, a consultancy and training firm. We help business with their internationalization strategy, and train staff on international negotiations, sales, and management. I've lived and worked in the Netherlands, USA, Spain and Guatemala, and have done business in over 40 countries. I speak Dutch, English, Spanish and German. Recently, In 2020 I've founded a Research Institute for

Interculturality with like-minded experts, and we have developed a new model for explaining cultural differences.