

## **Program description: Training Intercultural Communication**

*In today's ever more connected and globalized world, is it almost impossible not to have international interactions. Unfortunately, these interactions don't always go as smoothly as we like them to be. Why is it so easy to misunderstand a person from another culture, and -most important – what can you do about it?*

*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.*

*Our trainings are always very informal and interactive. You won't be bored, but you won't be able to sit back and relax either. Expect to actively engage in discussions and exercises, and we'll keep it lively by using different teaching methods and audiovisual support.*

### **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**

*17 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 believe strongly that women can have exciting careers as well as men, but we are different and have our own strengths and skills which we need to actively put to use. 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.*