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Conference and Event Management Pte Ltd  
(Reg. No. 200210370R)

# Cross Cultural Communication

*Working and Managing Effectively in an International and Multi-Cultural Environment*

Workshop Leader:

**Dr. Joseph Sommerville**

International Speaker,  
Trainer and Coach

26 May 2006,  
Orchard Hotel, Singapore

1 June 2006,  
Crowne Plaza Mutiara Kuala Lumpur, Malaysia

## **Why this workshop?**

In today's increasingly connected world, it is getting more and more common for executives to work in international and multi-cultural environments. As people from different cultural backgrounds take on the exciting challenge of working together, inevitably there will be differences in cultural values, business practices, communication techniques and working and management styles. All these could give rise to friction and conflict. Besides, having to deal with normal work pressure, executives now have to deal with the constant cultural challenges.

The lack of cultural awareness training can have many levels of impact – it can be as trivial as an embarrassing moment to something more serious like a breakdown in communication, a lost deal or contract.

The key to business success in this global economy and international environment is your level of cross-cultural competency. Be it dealing with your colleagues, customers or suppliers face-to-face or via email or telephone, you need to have the necessary training and skills to communicate and work effectively across cultures. But the most important lesson for success in global business environment is that being different doesn't equal being wrong.

Stephen Covey's "The Seven Habits of Highly Effective People" pointed out the importance of "Seek first to understand, then to be understood." Once we become more aware of our cultural differences, we can understand and appreciate our differences, explore our similarities, and learn to collaborate across cultural lines as individuals, as a team and as an organisation.

Much cross-cultural training merely "scratches the surface." You learn how to present a business card, how to receive a gift and how to introduce someone. To work effectively with other cultures, it's much more important to understand how people's cultural reasoning patterns and preferences for communicating affect their behaviour and interactions with others.

## **Who Would Benefit**

This programme has been specially designed for corporate and public sector executives who are in contact with different cultures and environments.

- Do you have to work in a multi-cultural office?
- Do you work in an international environment?
- Do you liaise with overseas clients and customers?
- Do you have to deal with overseas suppliers and contractors?
- Are you posted on an overseas assignment?
- Are you overseas nationals seconded to work in a foreign country?
- Are you an international businessperson?

If you have said 'Yes' to any of the above, then this workshop is for you!

Join us in this highly interactive workshop in which you'll have the opportunity for plenty of hands-on practice.

Whether it's a regional supervisor, foreign nationals working at the home office or staff sent overseas, the ability to function productively with different cultures will have a direct effect on your bottom line. The skills you learn will have immediate and practical application in your everyday operations.

## Workshop Topics

### Cross-Cultural Business Communication Models

- Becoming aware of cultural preferences
- Culturally influenced communication patterns

### Style Survey for Cross-Cultural Communication

- Case studies—what works and what doesn't
- Your own communication influences
- Understanding the style Inventory

### Culturally Acceptable Topics

- Private vs. personal
- Religion and family
- How close is too close

### The Concept of Face in Different Cultures

- Yao Mien Tze
- Tieu Lien
- Adapting your message

### Cross-cultural Workforce and Management

- Working with a cross-cultural team
- Task and social influences
- How to avoid giving offense
- How to develop rapport

### Overcoming Cultural Barriers

- Dealing with customers of different cultures
- Managing conflict
- Adaptation vs. Assimilation
- Power distance

## Workshop Schedule

Registration 8:30 – 09:00 hours

Workshop 09:00 – 17:00 hours

Two tea-breaks and one luncheon will be provided for during the workshop.

## Learning Benefits

This workshop will facilitate you with the skills necessary for cross-cultural competency. You'll learn how to:

- **Tap** into culturally-segmented markets
- **Negotiate** "face" among cultures
- **Manage** conflict in high and low context cultures
- **Overcome** cultural barriers with 5 proven techniques
- **Recognise** differences in how cultures communicate
- **Build** synergy in multi-cultural teams
- **Manage** effectively in a culturally diverse workforce
- **Establish and nurture** strong relationships
- **Avoid** cultural misunderstandings
- **Make** yourself understood in different cultures

### Workshop Leader: **Dr. Joseph Sommerville**



Dr. Joseph Sommerville is known internationally as "The Culture Coach" for helping participants from over 25 countries work more productively in multicultural environments and international project teams. Workshop participants give high marks to his keen understanding of other cultures, his facilitative approach and his application of program content to everyday work environments. His rare combination of practical business knowledge, academic credentials and life experience allows him to bring a unique perspective to solving business problems. Dr. Sommerville has lived and worked in Asia for 11 years.

Dr. Sommerville received his AB from Wabash College and his MA and PhD from the University of Iowa. He has held academic positions at Wabash College, Indiana University, the University of Iowa, the MBA Program at Nanyang Business School, the School of Communication Studies at Nanyang Technological University in Singapore and the MBA programme of Houston Baptist University.

To register, please contact **Partners Conference & Event Management Pte Ltd** (Reg. No. 200210370R)  
Tel: 65-6288 1273 Fax: 65-6288 1293 Email: enquiries@partners-conference.com www.partners-conference.com

**Registration Fees (nett per workshop)**      **Singapore S\$495**      **Malaysia US\$295**  
Contact us for group discounts when you register a team of 3 people from the same organisation.

Name of Delegates	Designation	Email
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

### Approving Manager

Name: \_\_\_\_\_ Designation: \_\_\_\_\_ Email: \_\_\_\_\_

Organisation: \_\_\_\_\_ Address: \_\_\_\_\_

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### Methods of Payment

#### For Singapore's Workshop

##### Payment by Cheque

Please make cheque payable to Partners Conference & Event Management Pte Ltd and mail to:

**Partners Conference & Event Management Pte Ltd**  
32 Maxwell Road #03-07, White House, Singapore 069511

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