

INTERCULTURAL COMMUNICATION



cultivating excellence

through coaching and training

www.branch-out.eu

INTERCULTURAL COMMUNICATION



“To know another’s language and not their culture is a good way to make a fluent fool of one’s self”.

**Professor Winston Brembeck
 World Leader in Communication Research**

YOU NEED MORE THAN A COMMON LANGUAGE TO DO BUSINESS WITH PEOPLE FROM ACROSS THE GLOBE

To be successful in international business, you need to understand what makes other cultures tick. Speaking English is simply not enough.

Cultural values influence how we communicate, yet they are difficult to detect. This can create problems when we deal with people from other cultures. And any small tangles in communication can have an enormous impact on your ability to do business.

Branch Out provides Intercultural Communication training to help you clear the way for effective cross-cultural business dealings.

WHEN COMMUNICATION BREAK-DOWN CAN STRIKE

Intercultural Communication breaks down when you:

- Lack understanding or knowledge of the culture you are dealing with
- Lack awareness of how your own culture affects how you perceive others
- Assume that all values and ways of dealing with people are universal, or that your way is superior

At Branch Out, our Intercultural Communication programmes look at all the ways in which cross-cultural interaction can go wrong. We then give you the skills to be an effective communicator, no matter which nationality you are dealing with.

OUR TRAINING PROGRAMMES

We offer two main types of Intercultural Communication training:

1. How to successfully conduct business with a particular culture
2. Assisting expats to adapt to working in the Netherlands

Our programmes examine the areas where typical misunderstandings occur, such as:

- Perceptions of time
- Decision making systems
- The unspoken rules of meetings & negotiations
- Communication styles
- The role of body language
- Attitudes to gender, age and hierarchy

Our training courses are dynamic, vibrant and tailored to the needs of your organisation. They can range from a half-day workshop to a series of training days focusing on the intercultural communication skills your people need.

Call Branch Out to discuss your programme needs, or visit our website www.branch-out.eu

GOOD INTERCULTURAL COMMUNICATION TRAINING SHOULD COVER THREE KEY AREAS:

Most Intercultural Communication training only focuses on recognising differences in other cultures. This is important, but you need much more.

For successful cross-cultural dealings you also need to understand your own culture and how it is perceived by others.

And you need to be flexible in your approach to other nationalities, recognising that not all people behave the same way.

At Branch Out, we’ve got it covered.

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1. UNDERSTAND YOUR OWN CULTURE, BEFORE YOU CONSIDER OTHERS

Before you attempt to consider other cultures, you need to understand your own.

You need to appreciate the influence your own culture has on your business and communication style. Only then can you anticipate areas for intercultural conflict and miscommunication, and act to avoid them.

At Branch Out, we give you the self-awareness you need to truly recognise cross-cultural differences, and deal with them successfully.

2. UNDERSTAND THE CULTURE YOU ARE DEALING WITH

Each nationality has its own norms and ways of conducting business. Appreciating and being sensitive to these is essential in building and maintaining successful international business relationships.

Whoever it is you deal with regularly, we'll help you to recognise and value their particular style. So your global relationships can flourish and business can thrive.

3. BE FLEXIBLE

You need to know what to expect from most people most of the time. Even people from the same culture do not always behave the same way, or adhere to the same values.

At Branch Out, we show you what to expect when doing business with a particular culture. Yet we also encourage you to be flexible with your own model of understanding.

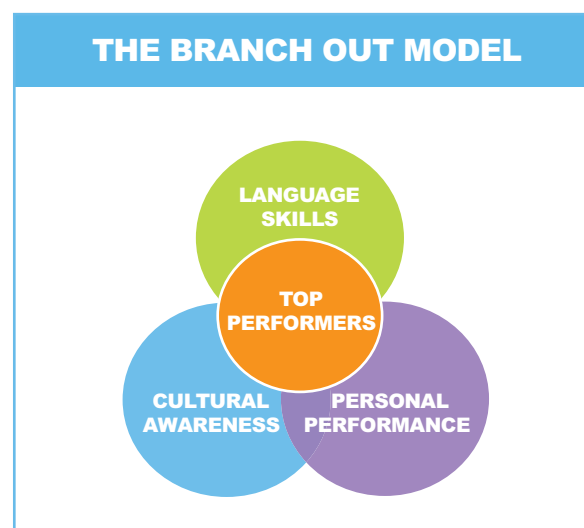
Through our training programmes you'll learn how to adapt your communication style to the

person (or group) you are dealing with, rather than just applying a generic cultural strategy.

THE BRANCH OUT APPROACH

At Branch Out, we believe that it's only with the right mix of **language**, **cultural** and **personal** skills that you can succeed in international business.

This means that our Intercultural Communication courses also include teaching your people the language and personal skills they need for successful cross-border communication.



To turn your people into top performers we teach them how to use and apply the appropriate **language** to make themselves clearly understood. And we examine the **personal** skills required for effective cross-cultural business, such as negotiation style and leadership qualities.

You could say that at Branch Out we teach real intercultural communication, not just cultural awareness.

