



DYRINGCONSULTING

**CROSS-CULTURAL BUSINESS UNDERSTANDING
IN DAILY WORK**

EXAMPLE OF A TRAINING PROGRAM



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CROSS-CULTURAL BUSINESS UNDERSTANDING IN DAILY WORK.

How to develop a global mind-set in your organization.

Cross-cultural competences can be trained and taught.

With increased globalization and the need to succeed across borders and cultures an increasing focus on developing a global mind-set among employees in organisations has emerged during the past 5-10 years due to the interest from the rest of the world to source, do business or set up production in China.

The globalization calls for increased understanding of different business cultures and for the Chinese organizations to get the knowledge and training in cross-cultural competences and developing a global mind-set.

Not all employees have the opportunity to go abroad and learn cross-cultural competences.

Through focused training the employees will learn to respond to different cross-cultural reactions and thereby increase their own cross-cultural competences.

Seamless communication is paramount for creating business success in today's increased knowledge-organizations. This is especially the case when more and more companies develop global R&D functions, centralize or want to play in the global field.

Many employees working in multinational companies or organizations with increased interaction and cooperation with foreign companies experience cultural barriers. This may cause frustrations and misunderstandings often leading to delays in execution and mistakes being made.

Much of this can be avoided and dealt with if employees get trained and understand the cultural and deep-rooted differences and learn how to respond to them. Everyone with daily interaction with people from other cultures can benefit from developing their cultural intelligence. It is easier to change own behaviour than trying to change other people's behaviour.

The Chinese are often wondering what is causing miscommunication leading to misunderstandings when they work across borders. When trained in cross-cultural competences they may feel less hesitant and insecure, and cooperation between foreign colleagues and partners becomes much smoother.

EXAMPLE OF A TRAINING PROGRAM

Purpose of the program:

Train and teach the participants in cross-cultural understanding and thereby equip them with cross-cultural competences to perform more effectively with foreign colleagues and partners.

Content of the program:

Cross-cultural workshop with special focus on Scandinavian and Danish business culture with an offset in Chinese business culture.

Practical workshop where Chinese employees learn to understand their own culture in order to relate to different cultures. Focus on communication, problem solving and cooperation with Danish colleagues or business partners.

Understanding and avoiding the classical pitfalls that exist in email communication, video meetings, decision-making and problem solving across borders.

During the program the participants will learn how to address cross-cultural issues.

From a cultural theoretical point of view it is hard to find any two cultures more different than the Chinese and Danish cultures. This should be reason enough to learn more about and get an understanding of the Danish working style and business culture compared with everyday Chinese business style.

The target participant profile:

Employees who have frequent interaction (mail, phone communication, web meetings, decision-making, problem solving) with foreign partners or colleagues especially from Europe.

Learning approach and methodology:

The program is very interactive with involvement of the participants own experiences combined with presentations and cases.

Duration of the program: 1 day

Investment in the program:

RMB 15,000 with max. 15-20 participants.

Instructor:

Bente Kjems Dyring,
(www.dyringconsulting.com)

Bente has worked with cross-cultural understanding for many years and has a profound knowledge of the Chinese and Danish cultures. She holds a masters degree in Chinese Literature and Language and has taught and facilitated workshops within leadership and cross-cultural understanding for the past 12 years around the globe.

The program can be tailor-made to fit specific needs of the target group.

The workshop will be conducted in English.

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