Cultural awareness training for global workers, travelers and assignees

 Equip your global assignees, business travelers and knowledge workers with cultural awareness training for successful meetings, presentations and client interactions.

The importance of cultural training

As global mobility and travel departments align, the need to ensure employees are supported and safe abroad has increased. Culture can impact an employee’s experience abroad, from a safety perspective and from the aspect of understanding how to conduct business successfully.

Learning solutions

Our blended learning solutions will ensure your global travelers, assignees and their families will be successful. Our learning process can be fully adapted to suit the needs of your organization.
Online learning assets

Our online training tool offers learning in a format that is readily available for when and where the learner needs it most. The tool delivers 1000s of learning assets for assignees to learn everything they need to know about living and working in a new country.

**Cultural Assessment and Profile** – learners analyze their personal cultural orientation to understand how it impacts their working style. Their cultural profile is available to compare with either a country, colleague or team to highlight where differences may occur and how to overcome them.

**100+ Country Guides** – each Country Guide provides over 50 articles on a range of topics specific to successfully integrating into a new culture. Topics covered include making a good impression, meeting and presentations, working together and managing relationships.

**Country Briefings** – a structured six step learning path provides assignees with an in-depth knowledge of a country and culture. Through blended learning, videos, quizzes, tips and strategies, learners will discover how to adapt their working style to manage any cultural differences.

Instructor Led Training

Our courses are delivered in person or via virtual classrooms and can be adapted to your local language.

**Managing Across Cultures** – global managers will learn how to leverage cultural differences for increased productivity, successful collaborations and breakthrough innovation.

**Developing Cultural Intelligence** – global workers, travelers and assignees will develop an understanding of the impact of cultural differences in the global business environment and how these lead to misunderstandings, misalignment and missed opportunities.

**Developing Country Insight** – learners will establish knowledge of different cultures and develop skills to leverage and overcome challenges to ensure global success.

International Assignment Coaching Program

The focus of our coaching program is to provide the assignees and business travelers with a thorough foundation in cultural awareness and an introduction to their new host culture.

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<tr>
<th>Step</th>
<th>Description</th>
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<tr>
<td><strong>1</strong></td>
<td><strong>Introduction and needs analysis</strong> Establish details of assignment and family situation to map out coaching needs and expectations</td>
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<tr>
<td><strong>2</strong></td>
<td><strong>Pre-departure coaching session</strong> Introduction to host country culture, perceptions, stereotypes and strategies for managing expatriation</td>
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<td><strong>3</strong></td>
<td><strong>On assignment coaching session</strong> Evaluation of integration so far and raise awareness and consideration of potential future stresses</td>
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Learning outcomes

- Develop self-awareness of personal cultural alignment and how that impacts working styles and behaviors
- Recognize where cultural differences arise and develop strategies to overcome them
- Identify key success factors for managing and surviving in a different culture
- Learn how to build relationships in a professional and social setting
- Understand the historical and social influences shaping the culture

Benefits to the organization

- Increased motivation and morale for employees when traveling
- Improved productivity and efficiency of travelers and assignees
- Reduced risk of costly assignment failure

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