

An open virtual programme hosted by Hofstede Insights consultants

# INTRODUCTION TO

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## CROSS-CULTURAL MANAGEMENT

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A virtual programme providing participants with insights into how multicultural team members work differently and how to improve synergies among the team members.

Designed with the needs of managers working with international teams in mind.

## OUR EXPERTISE AT YOUR SERVICE

Hofstede Insights has spent over 30 years helping some of the world's largest organisations transform their intercultural and organisational challenges into business success stories and translating academic research into powerful actions.

We offer high quality expert services and solutions in the field of culture and management based on academic research and a wealth of practical experience..



### UNIQUENESS

The only organisation offering a combination of Organisational and National Culture expertise.



### WORLDWIDE

A worldwide network of expert consultants blend their knowledge with a deep human insight; each brings wisdom born of experience and skilled cultural observation.



### EFFICIENCY

Unique expertise in translating scientific knowledge into applicable and concrete business solutions.



### FLEXIBILITY

Your reality first! Powerful tailor-made solutions that unleash transformative change.



### RELIABILITY

Anchored in rigorous academic theory, our data-driven analysis pinpoints the role and scope of culture in your organisation's success.



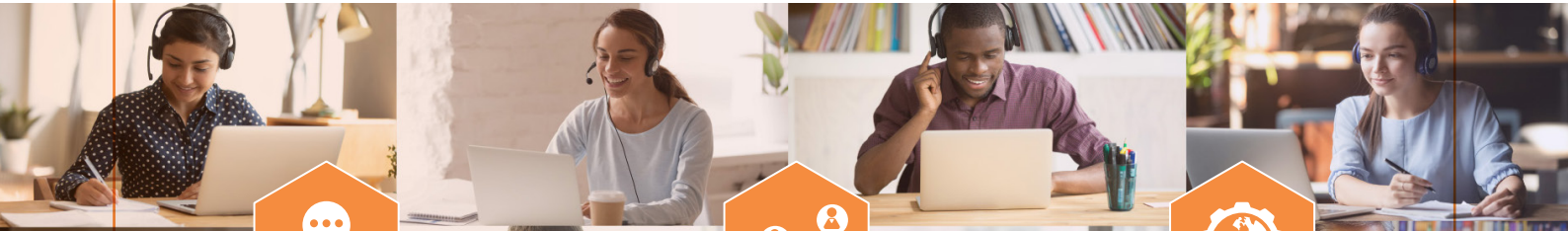
### SENIORITY

A European organisation, founded in 1985 with the support of the pioneer of Intercultural Management Prof. Dr. Geert Hofstede.

## INTRODUCTION TO CROSS-CULTURAL MANAGEMENT ONLINE PROGRAMME

The virtual programme Introduction to Cross-Cultural Management provides you with an introduction to as well as an applicable understanding of Prof. Geert Hofstede's 6-D model of National Culture.

Using a multi-method approach consisting of case studies, simulations, and exercises, the Cross-Cultural Management online programme is flexible and offers 3 levels of depths:



LEVEL 1

### AWARENESS

Give participants an understanding of the impact culture has on how to communicate across cultures based on the 6-D model of National Culture.



LEVEL 2

### APPLICATIONS

Give participants an understanding of the impact culture has on motivation and trust in Multicultural Teams. Provide participants with concrete tools and strategies to improve leadership and develop long-term relationships with global colleagues and contacts.



LEVEL 3

### COACHING

Equip participants with the necessary competencies to appropriately and effectively respond to the cross-cultural challenges that global managers and leaders are faced with today.

## Learning Objectives

Show you how to identify your own cultural traits, making you more aware of cultural challenges within your team

Illustrate probable cultural misunderstandings within your multicultural team

Share tools that will allow you to take advantage of the potential of a multicultural team

After every session, additional resources will be shared to hone your skills.



# CROSS-CULTURAL AWARENESS

Level 1- Awareness provides participants with an understanding of the impact culture has on how to communicate across cultures.

## LEVEL 1 INCLUDES



Pre-course survey  
(10 minutes)



Culture Compass assessment  
(30 minutes)



E-learning master class on Culture  
(90 minutes)



Webinar, exercises and handout  
(45 minutes + 15 minutes Q&A)



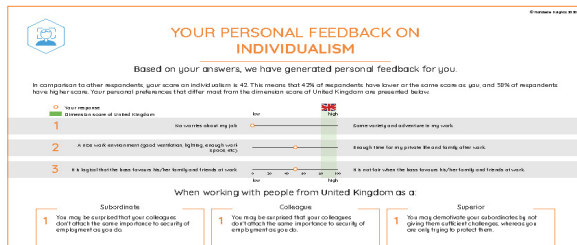
Additional resources



## The Pre-course survey

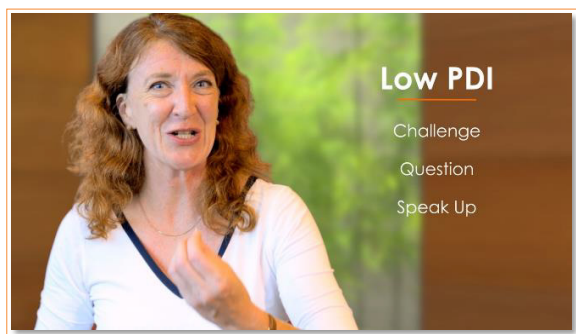
The pre-course survey helps facilitators understand and customise the content based on the answers of the group.

## The Culture Compass Assessment



The Hofstede Insights Culture Compass™ helps you understand the impact of your own cultural value preferences and behaviour while working with people from selected countries, and recognise how your own, personal background impacts the way you see and resolve problems in the workplace.

## E-Learning on Culture



The e-learning Master Class, will help you explore the impact of culture on working effectively and confidently despite differences in culture and experience. In addition, you will gain a better understanding of Hofstede's model, a practical and scientifically-based tool for intercultural management. It is the first step to understanding and managing individual and collective behaviours in an intercultural context.

## Webinar: Introduction to intercultural communication



Webinar objectives:

- Identify situations where culture, rather than personality, plays a role in communication styles.
- Practise potential solutions to problem situations related to different communication styles between two or more cultures.
- Plan for clear communication practices in a multicultural team.

## After course material

Handouts and additional resources (debrief, best practices)

# LEVEL 2 APPLICATION & PRACTICES

Level 2 gives participants an understanding of the impact culture has on how motivation and Trust and provides participants with concrete tools and strategies to improve leadership and develop long-term relationships with global colleagues and contacts.



Prerequisite: level 1

## LEVEL 2 INCLUDES



Case Study



Webinar  
(45 minutes + 15 minutes Q&A)



Handout and additional  
resources



Case Study



Webinar  
(45 minutes + 15 minutes Q&A)



Handout and additional  
resources



## PART 1: INTRODUCTION TO MOTIVATION ACROSS CULTURES

### Case study

Case Study: “Adapted management techniques

### Webinar



What motivates you isn't necessarily what motivates others. In the webinar, you will be introduced to the effect of culture on motivation and will leave with a better understanding of how you can motivate each team member.

- Differentiate the preferred management styles in different cultures
- Reflect on your assumptions on motivation within a multicultural team with respect to your own cultural preferences
- Assess ways of overcoming motivation obstacles across cultures

### After course material

Additional resources to support you:  
“Identify motivational approaches across cultures”

## PART 2: INTRODUCTION TO TRUST ACROSS CULTURES

### Case study

“Promoted and Expatriated: A British Manager in Romania”

### Webinar



Trust is an essential component of human interaction. In this webinar, you will understand the mechanism behind Trust and how you can build it inside your team.

- Identify the relationship between trust and the impact national cultures have on the creation of trust
- Distinguish the behaviours that produce trust within your multicultural team

### After course material

Additional resources to support you:  
“Recognise actions to create trust across cultures”



# ONE-ON-ONE COACHING

Level 3 equips participants with the necessary competencies to appropriately and effectively respond to the cross-cultural challenges that global managers are faced with today.

1 2 Prerequisites: level 1 & 2

## LEVEL 3 INCLUDES



Virtual call  
Want vs. needs & knowledge  
assessment  
(45 minutes)



Virtual call  
Customised plan  
(45 minutes)



Virtual call  
Follow up  
(45 minutes)



## PRICES

Level	Participant(s) per session	Time investment recommended	Prices
Level 1	20	4 hours	195€/Participant Normal price 295€
Level 2	20	9 hours	495€/Participant (including level 1 and 2)
Level 3	Level 3 one-on-one coaching	18 hours	<b>From</b> 1395€ to 1995€/Participant (including level 1, 2 and 3)

## REGISTRATION

To register go to [www.hofstede-insights.com](http://www.hofstede-insights.com) or  
contact us [sales@hofstede-insights.com](mailto:sales@hofstede-insights.com)



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Consulting | Training | Certification | Tooling

Learn more: [www.hofstede-insights.com](http://www.hofstede-insights.com)

Contact us: [info@hofstede-insights.com](mailto:info@hofstede-insights.com)



Level 3 equips participants with the necessary competencies to appropriately and effectively respond to the cross-cultural challenges that global managers are faced with today.

### Part 1 : Want vs. needs and knowledge assessment

Pre-work: Reflect on that you would like to get out of the your coaching sessions.

#### Call n\*1

Pre-work: Reflect on that you would like to get out of the your coaching sessions.

#### After call reflection

Additional resources to support you: Best practices

### Part 2: Your customised plan

Pre-work: Reflect on what was discussed in the first call and answer the questions that were shared by your coach.

#### Call n\*2

Pre-work: Reflect on what was discussed in the first call and answer the questions that were shared by your coach.

#### After course material

Finalise the plan and implement the elements of the plan into your daily practices

### Part 3: Follow up call

Pre-work: Reflect on the plan and the effect it had on your behaviour.

#### Call n\*3

Pre-work: Reflect on what was discussed in the first call and answer the questions that were shared by your coach.

#### After course material

Finalise the plan together with your coach