

Intercultural Business Training

Programme Directory 2015



If you and your organisation are working internationally, we believe we can help.

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Why? Intercultural Business Training

Intercultural business training is about learning how to work with people from other countries or cultures.

It involves realising that the way you work is determined by your own cultural background, accepting that people from other cultures will work in other ways, and understanding that to become a global citizen you will need to learn about these differences and why they occur.

Intercultural business training is the best way for employers to identify employees who will be able to work in culturally diverse environments. It is a skill that will help you to succeed in your international career, especially if you are working for a multinational company or doing business abroad.

Want to find out more about the challenges related to working with other cultures and the importance of intercultural business training?

Try reading this short book published by SZKOLENIA ŁÓDŹ.

**Positively Disappointed:
Business Across Cultures in Poland
By Timothy J. Bridgman**

"This is a very insightful read and I recommend any 'foreigner' new to Poland to read and take note." Russell Towlson - Deputy Director, BPCC Trade, British Polish Chamber of Commerce.

**Download
Link**

SZKOLENIA ŁÓDŹ

If you are and your organisation are working internationally, we believe we can help. SZKOLENIA ŁÓDŹ's intercultural business training services can help to make doing international business more effective and enjoyable for everyone involved.

We can assist you to:

- Meet the needs of culturally diverse clients and customers
- Drive growth in new cultural markets
- Reduce the time needed to become effective in a new culture
- Diagnose cultural problems and make effective decisions
- Negotiate successfully across cultures
- Apply technical skills effectively in different cultural contexts
- Build trusting relationships with people from other cultures

We can assist:

- Human Resources, staffing and recruitment departments
- Outsourcing professionals – sales, customer service, IT support
- Marketing and media communication teams
- Market research analysts
- Hotels and tourism providers
- Expatriate assignees, relocation assistants and cultural brokers
- Politicians and city councils

Public Training

'Send the people who matter on the training that matters'

Our intercultural business public trainings (open) will help you to build long-lasting, profitable relationships with people from other countries and cultures. They help organisations and their employees to develop a global mindset to improve the effectiveness of their international business activities.

They offer you the opportunity to get to grips with many of the most important intercultural issues affecting international organisations in concise one day workshops, where you will work with an expert trainer, in a lively and interactive environment, with delegates from a wide range of industries.

Our public trainings are mixed theory and practical workshop activities, allowing participants to understand, experience and practice new skills in a fun and relaxed environment. We guarantee that all public trainings will be practical based and designed to give delegates a tool-kit of ideas they can take away for immediate use.

Public trainings are open to both native and non-native English speakers (with level of English B1/B2 or above) and for individual and group bookings.

Public trainings are conducted in English language.

For public training schedule go to page 16.

In-company Training

'Could intercultural business training provide the answer you are looking for?'

In addition to our intercultural business public trainings, we also offer personalised in-company trainings (closed). These are versions of our public trainings modified to exactly meet your organisation's needs. We can prepare country or region-specific trainings to identify and address the key cultural differences between you and your target culture using materials relevant to your particular content. Simply let us know your target countries or regions and we will develop the ideal training programme for you.

In-company training trainings are available all year round at either at one of our training rooms in Łódź or Warsaw or at your own office anywhere in Poland. We recommend a one or two day training programmes, but we are also happy to be more flexible.

Our in-company trainings are mixed theory and practical workshop activities, allowing participants to understand, experience and practice new skills in a fun and relaxed environment. We guarantee that all in-company trainings will be practical based and designed to give delegates a tool-kit of ideas they can take away for immediate use.

In-company trainings can be for both native and non-native English speakers (with level of English B1/B2 or above).

Public trainings are conducted in English language.

Motivational Presentations

'Let us help motivate your company into becoming intercultural'

While those who already know about intercultural training all agree on its importance, convincing those foreign to the subject remains a major challenge.

Opinions such as 'well you learn it on the job' and 'all you have to do is be friendly' are common and it may be that you need to gain additional support and backing from within your company.

We understand this and are ready to provide expert and dynamic presentations on intercultural awareness designed to motivate your company into action.

We can help you to get the ball rolling and get intercultural business training onto the 'must do' list of your organisation.

Motivational presentations are available in both English or Polish language.

We further specialise in presentations for:

Human Resources and Recruitment

- Assessing and developing a global mindset in your workforce
- Preparing local talent for global roles
- Identify employees able to function in other cultures
- Organising practical strategies for managing and developing talent across cultures

Higher Education and Languages

- Working with foreign colleagues / teaching foreign students
- Succeeding in overseas marketing and recruitment
- Making administrative systems foreigner friendly
- Delivering presentations at international conferences

DOING BUSINESS WITH ...

Location Specific Programmes

Would you like to learn intercultural business techniques that can help you conduct business with people from any country or culture? This may sound impossible, but it is not.

SZKOLENIA ŁÓDŹ 'Doing Business with ' trainings are not about providing you with a quick list of do's and don'ts for working with other countries, but about discovering how your own cultural background determines how you resolve issues at work and how others, from different cultural backgrounds, may have found different solutions to the same problems.

If you work with someone from another culture without being aware of this you can misunderstand many aspects of their behaviour. You may even start to feel that the person behaves inappropriately and, worst of all, it may leave you with a negative experience of people from that culture.

SZKOLENIA ŁÓDŹ 'Doing Business with ... ' trainings are essential for anyone concerned with effectively working with people from other cultures. You will learn how to interpret and adapt to people from other cultures and develop techniques to build more effective relationships.

Trainings available:

Doing Business with Poland (for non-Polish nationals)

Doing Business with Foreigners (for Polish nationals)

Doing Business with China (for Polish nationals)

This training is for non-Polish nationals who wish to understand Poland better with the aim of succeeding in business.

It has been developed specifically to assist foreigners to become more effective when doing business with Poland by offering valuable strategies for successful intercultural communication and increased awareness of the cultural variables that influence working practices in Poland. You will also learn much about yourself and your own cultural preferences in the process.

This training is conducted in English language.

Purpose:

- To familiarise non-Polish nationals with cultural values and behaviours in Poland
- To provide a reliable framework to understand Polish business culture
- To obtain practical communication strategies that work with Polish counterparts
- To improve your English language communication skills

You will learn:

- Poland overview: a country of contradictions, history and politics
- Language and identity: Polish language and its role in constructing national identity
- Communication and culture: direct vs. indirect, high vs. low context, politeness, levels of formality, greetings and small talk, humour
- Key issues in Polish business culture: the Polish work ethic, hierarchy and qualifications, trust networks and family, planning and deadlines, accountability
- Polish peoples' perceptions: how foreigners are viewed through Polish eyes
- Leadership issues: is it possible for foreigners to be leaders in Poland?
- Socialising for business: building relationships

This is for: Foreign investors with subsidiaries in Poland. Anyone involved in outsourcing to Poland. Managers of employees involved in joint ventures with Polish partners. Anyone whose job requires establishing a network of Polish customers or suppliers. Any non-Polish national working for a Polish owned organisation.

'Poles are like a volcanic rock. They may seem cool and rough on the outside, but are warm and emotional on the inside'

This training is for Polish professionals who want to find out more about intercultural business skills with the aim of building more successful international business relationships.

The challenges of doing business with, or working for, a foreigner should never be underestimated as different cultures bring different attitudes and values into business. Understanding and preparing yourself for these differences is key to ensuring success. You will also learn much about yourself and your own cultural preferences in the process.

This training is conducted in English language.

Purpose:

- To provide you with a framework for cultural analysis of foreigners
- To obtain practical communication strategies to work more effectively with foreign counterparts
- To gain advice on building trust and relationships with foreigners
- To improve your English language communication skills

You will learn:

- How other cultures may differ to Poland: hierarchy, trust networks, gender relations, employee empowerment, verbal agreements
- Communication and culture: direct vs. indirect, high vs. low context, politeness, levels of formality, greetings and small talk, humour
- The English language learning models: native speaker vs. intercultural speaker
- Foreigners' perceptions of Polish people: how you may be viewed through foreign eyes
- Leadership issues: leading foreigners and being led by a foreigner
- Socialising for business: building relationships

This is For: Anyone doing business with foreigners or selling products/services to foreign customers. Those responsible for employing foreign nationals within their organisation. Employees working in Poland for foreign organisations with foreign managers. People working on projects or joint ventures with foreign colleagues. Anyone who is required to communicate regularly with foreign counterparts.

'Can you have problems figuring foreigners out?'

This training is for Polish nationals who wish to understand China better with the aim of succeeding in business.

It has been developed specifically to assist Polish nationals to become more effective when doing business with China by offering valuable strategies for successful communication and cultural awareness. You will learn how you can resolve problems and judge people in another, non-Western, way. It can help you open the door to China and a whole new world of business opportunities.

This training is conducted in English language.

Purpose:

- To familiarise non-Polish nationals with cultural values and behaviours in China
- To provide a reliable framework to understand Chinese business culture
- To obtain practical communication strategies that work with Chinese counterparts
- To improve your English language communication skills

You will learn:

- China overview: Chinese history and Confucianism
- Key issues in Chinese business culture: the importance of harmony and being reasonable, the family and work unit (danwei), mutual dependence and favours (guanxi), long-term orientation.
- Decision making: avoiding western logic (right or wrong) in favour of 'there is truth on both sides', age and hierarchy yet group decisions, saying 'no' without loss of face
- Communication: Sincerity and respect, modesty not emotion, silence rather than speech represents knowledge, yes means 'I hear you' not 'I agree'
- Chinese perceptions of foreigners: Polish business people through Chinese eyes
- Socialising for business: relationship through patience and courtesy

**This is for: Those whose business involves imports/exports with China
Managers of employees involved in joint ventures with China
Polish nationals working for Chinese owned organisations**

'The answer should not be Either / Or but And / Both'

MULTICULTURAL BUSINESS SKILLS

Skill Specific Programmes

So you know a foreign language... But will you be able to use it at work? Enormous responsibility is now being put on languages in Poland. As the country's business activities become increasingly international, it is hoped that the education system will provide not only the foreign language skills, but also with the multicultural business skills needed for international trade. But is this too much to ask from language studies alone?

In today's Poland, English language is now accepted as the international language of business. But people from different cultures use English differently and to understand how and why you need intercultural skills.

If you work in English language and you want to be great at your job SZKOLENIA ŁÓDŹ 'Multicultural Business Skills' trainings will show you how to use your language in new ways to communicate with other cultures and to enjoy working with people from all over the world.

Trainings available:
Multicultural Customer Service
Multicultural Public Speaking
Multicultural Teamwork

Even the most experienced customer service representatives can face difficulties when they enter into a foreign market for the first time and realise that business skills that worked at home are not always effective overseas.

Stop fearing foreign customer service interactions and start specialising in them. This training is intended for people wanting to learn how to use their English language skills in new ways to provide excellent customer service to customers from other countries and cultures.

This training is conducted in English language.

Purpose:

- To provide you with the multicultural business skills needed to give great English language customer service to customers from all over the world
- An increased awareness of your own business communication styles and how these impact people from other cultures
- To increase your enjoyment in foreign customer service
- To improve your English language communication skills

You will learn:

- How customer service wins customers, retains customers and then insulates them from the competition
- About foreign opinions on Polish customer service
- The role of culture in customer service and your own cultural biases and preferences
- Different global communication styles and how to use English as an international language
- About the importance of the moment of truth, dealing with complaints, building customer relations

This is for: Anyone wanting to work in English language customer service. Employees of shared service centres and business process outsourcers. Anyone who is communicating with customers from other countries. People involved in international marketing or brand management. Managers of international customer services teams.

'Learn how to treat customers from other cultures in the way wish to be treated'

Multicultural

Public Speaking

The goal of this training is to provide you with the confidence, language skills and cultural knowledge to be able to give professional English language presentations, even in front of native speakers.

Whether you need to present your company to visitors from Amsterdam or make a public speech in Manchester, this training will help you understand the cultural expectations of different international audiences.

It will provide you with the multicultural business skills to be able to assess the needs and motivations of your audience and adjust your presentation style and content so that you give great presentations that connect with audiences from other cultures.

This training is conducted in English language.

Purpose:

- To provide you with the multicultural business skills needed to give great English language Presentations to audiences from all over the world
- An increased awareness of your own business communication styles and how these impact people from other cultures
- To increase your enjoyment in public speaking to foreign audiences
- To improve your English language communication skills

You will learn:

- The basics of effective public speaking: anxiety avoidance, preparation, use of voice, audiovisuals, questions
- The key role of the audience and how to conduct audience analysis
- Techniques to help connect with a foreign audiences
- The specific characteristics of Polish Audiences and your own cultural biases and preferences
- Making sure your message is understood and using appropriate English language
- Questions and Answers: The different function of Q&A in different cultures
- Preparation and delivery of presentations to mixed cultural audiences

This is for: Anyone who gives presentations to audiences or people from other countries. People who travel regularly abroad to meet with clients / colleagues based in overseas locations or who are responsible for receiving foreign visitors at home. Anyone who regularly makes formal presentations or speaks at meetings in English. Public speakers who attend international conferences.

'If your audience 'is' your presentation, what do you do if that audience is foreign?

Multicultural business teams are teams made up of people from different cultural backgrounds. Although these teams are able to bring together talent and expertise from all over the world, they are also high risk and often fail.

All successful multicultural business teams, intentionally or unintentionally, have to develop their own unique culture. When team members are from all over the world a team's culture will be influenced by many experiences and preferences.

This training gives multicultural team members and leaders insights into how people from different cultures can combine to improve business collaboration and cooperation.

This training is conducted in English language.

Purpose:

- To provide you with the multicultural business skills needed to work in an English language multicultural or international team
- An increased awareness of your own communication styles, how these may vary from others in your team, the problems this may cause to and how to resolve them
- To understand the dynamics of multicultural teams and the benefits they can bring to everyone
- To improve your English language communication skills

What you will learn:

- The difference between teams and groups. What makes a successful team and team spirit
- The power of multicultural teams: increased creativity and innovation
- Cultural expectations of team members from different cultures
- Inclusive multicultural teams: how to make sure everyone feels valued and the negative impact of non-inclusive behaviour
- How culture affects the expectations of subordinates have of their team leaders
- Retaining team members: the importance of keeping team members integrated and motivated
- Resolving conflicts between team members from different cultures

This is for: Anyone leading or working in a multicultural team. Those who regularly work on international projects. Employees working for organisations recently involved in joint ventures, mergers, acquisitions or opening foreign subsidiaries.

'Synergy is the combination of elements to produce something greater than the sum of its parts'

PROGRAMME SCHEDULE 2015

Łódź

Doing Business with (Location Specific Programmes)	
Doing Business with Poland	Tues 13 October
Doing Business with Foreigners	Tues 20 October
Doing Business with China	Tues 27 October

Location, duration and fees:

Location: Łódź, ul.Kilińskiego 98, conference room of Społeczna Akademia Nauk

Duration: 10.00 to 15.30 (including one hour for breaks)

Fees: Per delegate: Individual - 350zł, Group Booking (3 or more) - 250zł

About

Your Trainer

Timothy J. Bridgman is a graduate from Lancaster University, UK in Culture and Communication. For 10 years he was a full-time senior lecturer at the University of Łódź, before leaving in 2013 to focus on intercultural business training. His trainings address the differences between public education programmes and the requirements of international companies in Poland. He is the author of 'Positively Disappointed: Business Across Cultures in Poland' (2015) and a presenter for The British Polish Chamber of Commerce.

SZKOLENIA ŁÓDŹ

SZKOLENIA ŁÓDŹ is a training company providing services to institutional and individual clients. They offer a wide range of trainings and courses aimed at companies, public administration, universities and individuals who wish to gain new skills and competences. In addition to Intercultural training they offer language courses in preparation for worldwide recognised certificates TOEIC, TOEIC Bridge, TFI, WiDAF. They are a member of British-Polish Chamber of Commerce and Polska Izba Firm Szkoleniowych (the Polish Chamber of Training Companies) and have the status of Accredited Examination Centre for Educational Testing Services Global BV Sp. z o. o., VCC Academy of Education and VCC Examination Partner (Vocational Competence Certificate).

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