

# Doing Business in the U.S. Intercultural Training

## MAXIMIZE YOUR SUCCESS IN THE U.S.

- In a globalized and diverse business environment, cultural differences pose a real challenge to every internationally operating organization.
- International endeavors often fail due to the mismanagement of cultural differences. Cultural inflexibility impedes performance and affects your bottom line.
- Cross-cultural competence minimizes the risk of costly mistakes caused by cultural misunderstandings.

## WORKSHOP OBJECTIVES:

- Eliminate cultural vulnerabilities – build intercultural competence in the U.S.
- Create cultural awareness and apply it successfully.
- Minimize the risk of mistakes caused by cultural misunderstandings.
- Optimize management strategies in the U.S. business environment.

## CONTENT AND TRAINING BENEFITS:

- What is culture and why intercultural competence is important.
- Learn about American values and understand U.S. business practices, management, work style, and communication.
- Overcome cultural differences – perform successfully in your target market. Boost your confidence and gain the trust of your international colleagues, customers and staff.



## INTERCULTURAL WORKSHOP

### TARGET AUDIENCE:

Executive teams, international cross-functional teams working or starting to work with/in the U.S., international assignees, and international business travelers.

### WORKSHOP LENGTH:

Full day

### DATES:

March 28, 2019 or  
May 8, 2019

### LOCATION:

- Altix, Mason OH

### TRAINING FEE:

\$1,500 per participant. Discounts available for 2 or more participants.

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Your mastery of intercultural competence will produce business results.