

# CultureSmart! Consulting

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## the smarter approach to culture

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59 Hutton Grove  
London N12 8DS  
tel: +44 (0) 20 8446 2440  
fax: +44 (0) 20 8446 2441

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# 01

### Who we work with

Organisations benefiting from our services include:

**Axiom, Amazon.com, Amerada Hess, American Family Insurance, Ashcroft Business School, Aspreva, Astrium, Avis, Axa Insurance, B&Q, Baker & McKenzie, Bank One, Barclays, BBC World, BEA Systems, Berwin Leighton Palsner, BGCI, Biocompatibles, Birmingham Business School, BMW, BOC, Boots, Bovis, BP, British Consulates, British Council, BT, Cairn Energy, Capgemini, Carphone Warehouse Group, Cat Innovations, Chartered Insurance Institute, Chiltern International, Clifford Chance, Coca-Cola, Coors Brewing, Corus, Crown Relocations, CYTYC, Depuy, Deutsche Bank, DSG International, Disney, DSFA, DST International, Electrolux, Eli Lilly, EMITA, Ernst & Young, European Foundation for Management Development, Foreign & Commonwealth Office, GKN, GlaxoSmithKline, HCL Apollo, Highways Agency, HSBC, Hull University, ICIS, Infineon, Intermonde, Johnson & Johnson, Kao Brands, Kforce, Kimberly-Clark, KPMG, L'Oréal, London 2012 Olympic Committee, Linde Group, Linklaters, Luxfer, Mars, MasterFoods, MBDA, McCormick, Merrill Lynch, MFI, Microsoft, Ministry of Defence, Motorola, MTV, National Defence College, Nestlé, Network Rail, Novartis, Oxford University, Perot Systems, Petro-Canada, Pharmacia, Pitney Bowes, Prudential, PricewaterhouseCoopers, Reckitt Benckiser, RLN, Rolls Royce, Rothschild, Royal & SunAlliance, Save the Children, Scotts UK, Sema, Shell, Siemens, Six Continents, Smith & Nephew, SOAS, Sony, Standard Chartered Bank, Sterling Relocations, Syngenta Agrochemicals, Team Relocations, Tesco, Thames Water, TXU Europe Power, Unipath, Uniqlo, Unysis, VIEL Group, VIF, Visa, West Mercia Police**

Nowadays all staff at some time are likely to be dealing with diverse cultures - be it virtual international communication or working in international teams. As a result of growing multi-cultural work-forces, personnel are becoming subject to a new management environment - but how much time, energy and stress is wasted in the negativity generated from cultural differences rather than the creativity that can come from those differences?

Our seminars provide simple behavioural tools which demonstrate that you can radically transform your relationships to being co-operative, harmonious and, above all, productive. They are easy to apply and self generate to change your style from 'mono cultural' to 'multi-cultural' quickly and simply, empowering you to become a truly 'International Manager'

**CultureSmart!** Consulting's unique approach to diversity, change management and cross-cultural training is based upon our goal of providing our delegates with practical tools to deal with any new culture, whether national, ethnic, societal or even departmental.

We believe in spending the valuable time that is allotted to us by delivering interactive, experiential and dynamic activities and exercises...not dry 'do's and don't's' - type cultural briefings!

We at **CultureSmart!** believe that the key to an effective inter-cultural relationship is to gain the information you need from your colleagues - rather than from seminars and 'information sources', thereby getting relevant information from the relevant source at the relevant time, whilst, simultaneously building a co-operative relationship.

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# 02

### OUR SEMINAR PROGRAMMES INCLUDE:

#### **Country specific**

Detailed knowledge and understanding of the cultural background and business culture of the country you will be working in.

#### **Family/Partner support**

Comprehensively preparing assignees' families for life in a new country, including partners' career issues.

#### **Multi-cultural teamworking**

An invaluable programme, which provides multicultural teams with the methods to work co-operatively and productively.

#### **Living and working in...**

For assignees and their families to effectively prepare them for life in their target culture.

#### **Repatriation programmes**

Effective preparation for the return of the assignee and family, including mentoring with relevant home-based staff and family members.

#### **Selling overseas**

Providing a unique and dynamic mindset for selling abroad. For face-to-face or remote sales teams to understand international management, leadership and negotiating styles and how meetings are run.

#### **International presentation skills**

Learning what appeals when making international presentations or attending international meetings.

#### **International communication skills**

Learning the skills needed for writing, e-mailing and phoning, tele and video conferencing.

#### **Business School Modules**

Responding to the increasing need for business schools to include 'people skills' in their academic courses, we have created and deliver accredited modules on Cultural Intelligence for graduate and post graduate International Business Degrees and MBA's.

#### **Diversity in the community**

How to achieve the most harmonious and productive working relationships in a multi-cultural community.

#### **Call Centre cultural sensitivity**

Avoid call centre staff communicating 'by rote'. Learning the skills needed to speak with comfort and ease, by having a more holistic awareness of the cultures with whom they communicate.

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# 03

### **Who we are**

**CultureSmart!** Consulting was formed in association with Kuperard, publishers of the world-famous **CULTURE SMART!** guides.

**Our aim** To provide you with the most comprehensive, useful cross-cultural programme around. From international managers and their families to multi-cultural teams, short-term foreign assignees to international call centres, we enable them to 'hit the ground running' by taking away the anxiety factor in dealing with a foreign culture or multi-cultural environment.

**What we do** We create and deliver tailor-made seminars and consultancy programmes for corporate and public sector organizations dealing with intercultural and diversity issues. We provide pre-assignment and post-assignment programmes, as well as on-going counselling.

**Who does it** Our core team of lead consultants are international experts, all of whom are fully trained to deliver our bespoke modules. They are supplemented by our unique reservoir of specialist country consultants.

**How we work** All our courses are personally tailored to your company. We assess your needs through an initial meeting and make a detailed proposal based upon your specific requirements. Every delegate then receives a pre-seminar questionnaire in order to fine-tune the seminar modules to individual issues. A post-seminar report and delegate evaluation is then delivered.

**Where we work** Our bespoke seminars are held in the clients' chosen location anywhere in the world, as well as at our selected seminar facilities. Our clients come from the public and private sectors and cover a wide range of industries.

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# 04

## THE CultureSmart! Consulting TRAINING APPROACH

### **CultureSmart! Consulting seminars aim to:**

- give you a deep sense of the culture or cultures you are involved with, but with facts and information set in the context of your precise job function and social environment
- provide you with practical tools to enable you to gain the information you need from the most relevant source - the people and situations you encounter, which, in turn, will also create a co-operative pattern of relationships rather than one of resistance.  
We achieve this in three stages:

#### **1. Realization**

Recognition of how a positive and open cultural attitude towards other cultures can lead to a co-operative relationship rather than one of resistance. When a problem or uncertainty arises, our natural tendency is to fall back on our own cultural ways of resolving the situation. To the culture you are dealing with your 'natural' strategy might be perceived as unprofessional or even cause offence, leading to a spiral of negativity, which could, in time, ruin the business relationship. **CultureSmart! Consulting** achieves this realization by:

- Recognizing the culturally sensitive areas where problems can occur
- Recognizing your own cultural preferences and behaviours
- Recognizing the synergies and differences between your own cultural outlook and those with whom you are dealing.

#### **2. Strategies - the toolkit**

When you have recognized how problems occur, what strategies and tactics can you use to achieve a productive and co-operative relationship? We provide you with a toolkit, which helps you:

- Build the culturally sensitive interpersonal skills you need
- Identify areas of synergy and how to build on them
- Identify areas of difficulty and anticipate or repair problems
- Create strategies for developing your intercultural skills to improve teamwork.

#### **3. Application**

We help you apply this toolkit to both your work & social environment by giving you the opportunity to:

- Discuss the application of the lessons you have learned to your own business and social life
- Work on specially developed scenarios, which allow you to apply what you have learned to situations directly related to the company and your job
- Create a platform for future learning by helping you develop your own action plan to expand your cross-cultural competencies.

#### **Outcomes**

- Confidence in dealing with different cultures
- Acquisition of a framework for understanding cultural experience
- Improvement in communication skills in dealing with colleagues and contacts in other cultures
- Improvement in interpersonal skills, managing staff & colleagues' expectations across cultures

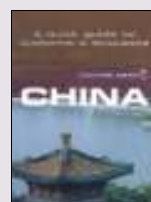
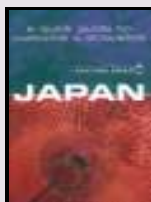
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**CULTURE SMART!** guides, published in response to a crucial need for greater inter-cultural understanding, offer illuminating insights into culture and society.

Providing essential information on the attitudes, beliefs and behaviour of over 40 different countries, these concise guides tell you what to expect, how to behave, and how to avoid the cultural pitfalls that can sour business relationships. This inside knowledge will enable you to steer clear of embarrassing gaffes and sensitive areas, feel confident in unfamiliar situations, and develop trust, friendship and successful relationships.

Covering a wide variety of cultures & countries, the ever-growing series has already attained global success, including: major international reprints, regular features on BBC World TV, BBC Radio & the Australian network SBS, plus many great editorial reviews:

*'CultureSmart! has come to the rescue of hapless travellers...'* The Sunday Times

*'Full of fascinating tips to help you avoid embarrassing faux pas...'* The Observer

*'A new range of indispensable guides ...'* Odyssey Travel Magazine

*'These small treasure troves ensure that you will never put your size 11 travelling shoes in it again! ...'* Ocean View Magazine

*'Undeniably as useful as they are entertaining ...'* EasyJet Magazine

*'This series is different... a valuable tool...'* Weekly Telegraph

*'Nobody wants to make a cultural faux pas but many travellers do without realising. Culture Smart! guides provide a wealth of information ...'* BBC World

*'These cultural guides offer glimpses into the psyche of a faraway world...'*  
The New York Times

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