

# Cultural Awareness Profile

**MINIMIZE MISUNDERSTANDINGS.  
MAXIMIZE PRODUCTIVITY, RESULTS, AND SUCCESS.**



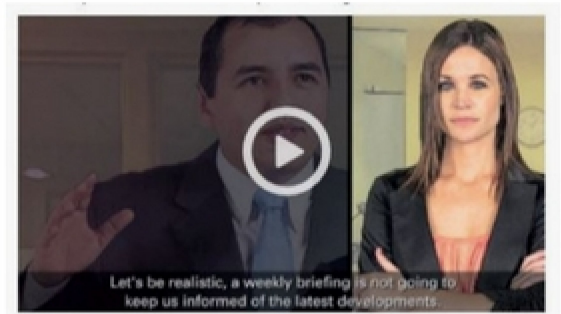
When differing work-styles collide in multicultural environments, frustration can occur. The **Cultural Awareness Profile Training** helps you and your team identify these differences and gives proven and concrete strategies that will address potential conflicts and will pave the way for a successful business.

## SHAPE REAL-WORLD TEAMS

Participants will be guided to understand how culture impacts business, communications, and leadership interactions and effectiveness. Then, discover, interpreting, and compare their own unique work-styles across five dimensions of culture and get advice on how to work more effectively within multicultural environments.

## ENHANCED CONTENT CREATES MORE MEANINGFUL RESULTS

The training includes short videos and articles with people who have different work styles and who interact regularly. The purpose of this exercise is to have a better understanding of their cultural work profiles & how those profiles might look in the real world.

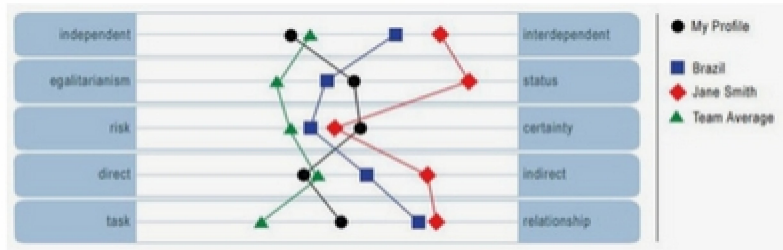


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## How it works.

It begins with a short survey, which is used to create a personal profile, based on five dimensions of culture:



1. Independent/Interdependent
2. Egalitarianism/Status
3. Risk/Certainty
4. Direct/Indirect
5. Task/Relationship

Then, the following topics are covered throughout a team session:

- **Cultural Perceptions:** Review the impact of culture on business, communications, and leadership interactions and effectiveness, as well as, on one's perceptions when working with counterparts from other countries
- **Cultural Dimensions:** Review of the cultural dimensions used in the survey as a form of expression to understand diverse multicultural work-styles
- **Your Cultural Work-Style:** Practice mapping strategies applying your personal Profile results
- **Action Planning:** Create individual "commitment cards" to apply global mindset behaviors on the job

## Practical Learning Approach

A certified facilitator and coach with years of hands-on business experience will lead participants in a carefully constructed conversation that is focused on their needs, challenges, and questions.

You can start now to maximize productivity, results, and success by working with us! Let's have a conversation on how this program will benefit you, your team and your organization.