

IF THE NUMBER ONE  
PROBLEM OF EVERY  
ORGANIZATION IS  
COMMUNICATION

HOW'S IT GOING WITH  
INTERCULTURAL  
COMMUNICATION?



When people from different cultural backgrounds interact, effective communication may be hard to achieve.

The ability to communicate effectively at work is a key driver of business success. However, there are many misunderstandings that occur in everyday communication interactions and transactions.

At a time of rapid globalization and cross-cultural contact, intercultural competence can impact successful business outcomes. Making assumptions that others share the same values, rules, norms, and ways of communicating both verbally and non-verbally can lead to unnecessary misunderstandings.

Even if your organization interacts with people from one country, there are still people from different socio-cultural backgrounds that create cross-cultural barriers to effective communication.

Without proper intercultural awareness, it is easy for your employees to make unintended mistakes and create misunderstandings that are costly.

**AN INVESTMENT IN YOUR EMPLOYEES:**



Increases Performance



Retains Talent



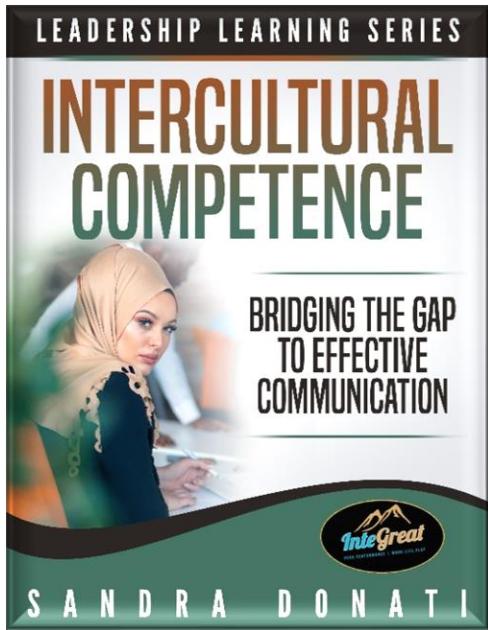
Drives Creativity & Innovation



Creates better Collaboration



## Workshop Handbook



### WHO SHOULD ATTEND?

Managers

Team Leaders

Individual Contributors



**CAGE CODE:** 7ZEF6

**DUNS:** 070617896

**PRIMARY NAICS CODE:** 611430

**Intercultural Competence: Bridging the Gap to Effective Communication Workshop** will provide participants with the tools to improve their intercultural communication competence.

Implement my intercultural communication competence workshop today. I have designed engaging participant materials, discussions, and learning activities that teach participants the following key concepts:

- Define intercultural communication and identify the benefits of intercultural communication skills.
- Identify what can hinder intercultural communication.
- Identify some cultural values and ways of communicating in different cultures.
- Plan and implement strategies to improve one's intercultural communication skills.

After the workshop, participants will have a clearer understanding of culture, intercultural competence, the benefits of improving cross-cultural workplace communication and overcome obstacles to intercultural communication.

### READY TO GET STARTED?

Here's how to implement a successful communication initiative workshop in three easy steps:

1. Decide – I'll help you decide who gets the training and why.
2. Prepare – I will customize your workshop to exceed your expectations.
3. Deliver – I will deliver the training in a fun and engaging way that will help make the learning stick.

Sandra Donati, EdS, is a faculty member at American University's School of Public Affairs where she teaches graduate level courses in public management and policy. Sandra is the President, InteGreat Peak Performance. Work. Life. Play. LLC, specializing in organizational leadership development, employee engagement, change management, consulting and coaching with over 700 coaching hours. Prior to her retirement in 2018, Sandra was the Provost, Leadership Academy at the Pentagon Force Protection Agency (PFPA) responsible for the design and launch of the leadership academy in 2014. Her work at PFPA focused on leading change in a complex environment and teaching all levels of PFPA leaders from her Aspiring Leader Program, Leadership in Police Organizations Program, and executive level development program where she taught and graduated over 200 students.

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