

Developing Cultural Intelligence – Bridging the Gap between Cultures (South India)



Training Overview

As a rising economic powerhouse, India has successfully produced professional talents who are employed all around the world. Additionally, many support centres servicing global clients are based in South India. Are you able to communicate clearly and effectively with people from South India? What is the South Indian approach to working hours, giving instructions, and conducting meetings? As a hierarchical culture, how is decision making done among South Indian senior management? Through cross-cultural communication training, you will learn to develop Cultural Intelligence that will help you work effectively with your managers, colleagues or business partners from South India.

Course Objectives:

- Have a strong awareness of our own culture and the cultures of those in South India.
- Develop an understanding of how our own culture and South Indian culture affect the way we behave, communicate and react in daily business situations.
- Understand the needs of our South Indian colleagues or business partners and adapt our communication style to ensure a favourable outcome.
- Identify any counterproductive stereotypes and prejudices toward South Indians.
- Develop strategies to be more productive during interaction and communication with colleagues and clients from South India.

COURSE BENEFITS

- **UNDERSTAND** your own cultural values and the values of people from South India
- **IDENTIFY** differences in communication styles between you and your South Indian colleagues
- **DEVELOP** strategies to bridge the gaps between your own culture and South Indian culture
- **LEARN** to communicate in a way that builds strong and trusting relationships



CULTURE BOLEH!
GLOBAL TRAINING



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Course Outline

Module 1: What is Culture?

- Understanding what culture is and how it affects us
- Getting to know our own culture
- Cultural values and how they affect your work

Module 2: Measuring Cultural Value Systems of Malaysia and South India

- An overview of the cultural scale
- Understanding Power Distance within the workplace
 - Management styles across cultures
 - Speak up or keep quiet
- Communication Approach-Indirect vs Direct
 - How do you really feel?
 - The impact of “face saving”
 - Communicating among a high context Asian multicultural team
- Collectivism vs Individualism
 - How important is harmony?
 - Arguing in meetings-When to do it and when not to
 - Collectivism and the impact on decision making
- Relationship vs Task
 - Just get the job done
 - Do you trust me?
- Caution vs Risk
 - Can you take a chance?
 - Will you offer your opinion?
- A personal evaluation - Where am I now?

Module 3: Communicating Effectively with Southern Indians

- Using the 4R Strategy to build understanding and avoid judgement
- Understanding our own communication style
- A contrast in communication styles
- Bridging the gap in communication styles

Module 4: Seeing Beyond Bias and Stereotypes

- Common blocks to cross-cultural communication and understanding
- Overcoming counterproductive stereotypes and moving past bias

Module 5: Working Together with Cultural Understanding

- You CAN work together and communicate effectively
- Strengthening collaboration through diversity
- Strengthened by way of diversity

WHO WILL BENEFIT

This two-day program is best suited for:

- **Administrators** dealing with support staff from South India
- **Finance personnel** working with accounts payable teams based in South India
- **Managers** leading global teams
- **Project teams** working with developers or IT personnel from South India



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Áine Edwards is a Senior Consultant with Aperian Global, based out of Chennai, India. Aine has over 10 years of cross cultural program management experience in the human resources, pharmaceutical and financial fields throughout India, Ireland and the United Kingdom. As a cross-cultural facilitator, Aine utilizes her project management, recruitment, team management, communication and business development background in her work. Áine’s diverse clientele include: ADP UK, EMI records, Hilton UK, Regus, The Martin Hayes & Dennis Cahill India Tour and The Wright Bus Corporation. Áine has worked across Australia, Germany, India, Ireland, the Maldives and the United Kingdom. Áine speaks excellent German utilized during her academic placement at Deutsche Bank AG.



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