

Developing Cultural Intelligence – Bridging the Gap between Cultures (USA)



Training Overview

According to the 2017 figures released by the Malaysia External Trade Development Corporation (MATRADE), the United States of America is among the top three major markets that Malaysia exports to. Additionally, more American companies are looking to invest in Malaysia while existing companies are set to expand their businesses here. Are you regularly in contact with colleagues or counterparts from America? If so, how does their view of outspoken leadership differ from the Malaysian hierarchical view of leadership? Do you feel comfortable to speak up and voice out your opinions? Are you expected to do so? Are you able to cope with the American spirit of competitiveness at the workplace? And how can you adapt to a more direct form of communication? Through cross-cultural communication training, you will learn to develop Cultural Intelligence that will enable you to successfully address these situations and more.

Course Objectives:

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

COURSE BENEFITS

- **UNDERSTAND** your own cultural values and the values of Americans
- **IDENTIFY** differences in communication styles between you and your American colleagues
- **DEVELOP** strategies to bridge the gaps between your own culture and American 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 America

- An overview of the cultural scale
- Understanding Power Distance within the workplace
 - Management styles across cultures
 - Speak up or keep quiet
 - Avoid being undervalued
- Communication Approach-Indirect vs Direct
 - How do you really feel?
 - The impact of “face saving”
 - Direct vs Rude
 - Is feedback welcomed?
- Collectivism vs Individualism
 - How important is harmony?
 - Collectivism and the impact on decision making
 - Giving praise – individually or as a team?
- Relationship vs Task
 - Just get the job done
 - Do you trust me? – Building trust the American way
- 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 Americans

- 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** supporting end users based in America
- **Staff** reporting to American leaders/managers
- **Executives** involved in frequent conference calls with American counterparts
- **Managers** of global teams



Steve L. Muhs M.Ed.
Lead Trainer

PSMB Certified Trainer
Advanced CQ Certified Facilitator
Certified Executive Coach

Steve is a member of the global community and as such has enjoyed the opportunity to work with and train people from over 50 different countries. Having spent the last 15 years living and working in Malaysia, he hasn't just taught cultural awareness, he's lived it. Steve is an excellent communicator and has enjoyed working with a variety of organizations throughout Asia, designing and facilitating courses that have cooperatively met their objectives with great success.



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