

## PRBB Intervals Course Proposal

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**1. Workshop Title**

Cross-cultural working: understanding diversity for enhanced performance

**2. Proposed dates**

March 20th & 22nd, 2018 (9.30-13.30 hours)

**3. Course Language**

*English*

**4. Course Leader and very brief summary of relevant qualifications and experience**

**Alicia Marín Muniesa:** More than 18 years of international business experience. Professional coach, team coach, trainer and facilitator. Associate professor at IE Business School (Madrid) for cross-cultural communication.

**5. General description of the course (relevance and context for the PRBB)**

Being effective with colleagues and partners who have different sets of assumptions, beliefs and values can be very challenging. If you add having to work, sometimes, at a distance, the chances for misunderstanding, conflict and damaged relationships increase dramatically. This is the reality that many scientists and other staff members face at PRBB today.

This workshop will develop the skills, knowledge and personal attributes of participants for succeeding in a cross cultural and virtual working environment.

**6. Course aim:**

To help participants understand their own communication style, how it impacts on others and how culture can influence communicative effectiveness. Using these insights, participants will practice techniques for managing cross-cultural communication challenges in the workplace.

**7. Learning objectives**

To:

- Identify appropriate practices for managing cross-cultural communication challenges at the workplace
- Increase self-awareness of communicative style
- Recognize the key factors that contribute to cultural intelligence
- Increase self-awareness of cultural preferences
- Analyzing the impact of cultural differences on work relationships and performance
- Consider the impact of remote working on effective communication and develop habits for preventing difficulties

**8. Training methods**

- Interactive training
- Reconciling the necessary amount of theory with individual questionnaires, group exercises, role playing and analysis of cases.
- Participants will define their *individual action plan* by the end of the programme.

**9. Target group in PRBB**

All PRBB staff who work in international collaborative teams.

**10. Number of participants (maximum)**

15

**11. Total course hours**

8 hours of direct training with the facilitator. Previous self-study not required, just a brief reflection on personal experience when dealing with other cultures at work.

**12. Distribution of course**

2 sessions of 4 hours each

**13. Course programme**

- Brief introduction to communication:
  - Levels / Types / Obstacles
  - Getting to know your own communication style
- What is culture?
  - Cultural differences, common mistakes and their impact
    - Culture shock: definition and what can help to offset it?
  - A framework for understanding culture
    - Dimensions of culture
    - Exercises to understand and appreciate diverse perspectives
- Cultural differences in communication
  - Ways of dealing with conflict in various cultures
  - Perception pitfalls in cross-cultural situations
  - Important attributes for cross-cultural success: Best practices
- Working in a remote team
  - How culture impacts remote teams
  - What instills trust?
  - Characteristics of mature remote teams
- Your Action Plan: Culture in the workplace

**14. *Pre-course preparation (what preparation should participants do before the course – reading, online study, prepare ideas etc?)***

Think about cross cultural misunderstandings/problems you have experienced in your working environment. To maximize their learning experience, participants will be kindly required to email their cross-cultural challenges to the course facilitator a few days before the workshop.

**15. *Material participants need to bring (laptops, etc...)***

None required

**16. *Relevant background reading/ audiovisual/websites or other materials***

Will be referred to during the workshop.