

What Is Cross-Cultural Communication?

There are a wide range of communication problems that naturally appear within an organization made up of individuals from different ethnic, religious, social, and educational backgrounds. Cross-cultural communication is a vital tool to understand how people from different countries and cultures act, communicate and perceive the world around them. It greatly helps to improve interactions. It involves understanding the differences in language, non-verbal communication and customs of people from other countries. Quite simply, it provides the foundation for international businesses.

Cross-Cultural Competency

Skill Areas Include:

- Relationships and Building Trust
- Hierarchy and Social Position
- Individual vs. Collective Orientation
- Gender Roles and Women in Business
- Communication Styles: Direct and Indirect
- Verbal and Non-Verbal Cues
- Virtual Communications
- Written and Spoken Communications
- Use of English with Non-Native Speakers
- When YES Means NO
- When to Seek an Interpreter or Go-Between
- Concept of "Saving Face"
- Reserve and Emotions: Cultural Appropriateness
- Personal Space: Comfort of Proximity, Eye Contact
- Time Management: Concepts that Differ by Culture
- Greetings: Handshakes, Bows, Kisses, Business Cards
- Entertaining Etiquette: Invitation, Seating, Who Pays
- Gift Giving Guidelines
- International Meetings: Pre-Planning, Who to Invite
- Negotiating Strategies
- Conflict Resolution



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Cross-Cultural Communications
and Business Customs Training
with Harriet Russell

Let's face it. Culture impacts business. Having a global mindset is key to success in today's world.

Whether working with a diverse group within an American business, or with international groups, intercultural communication can make or break business and individual relationships.

Communication between individuals of the same culture can be challenging. Communication between those of different cultures is even more formidable. Misunderstandings can range from the merely humorous, to a little confusing, to downright offensive. This can hinder business from moving forward.

Fortunately, you can learn skills to effectively communicate across cultural boundaries, and grow your business in the process. Contact us to discuss specialized training for you and your staff.

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Cross-Cultural Communications and Business Customs Training with Harriet Russell

Harriet's training programs are educational, informative, interactive and participatory, exploring real life business situations. She provides group training or one-on-one coaching sessions, by phone or in person.

Working with Harriet, you will...

Learn

- What cross-cultural communication is and how to leverage it for your business
- Why it is important in today's global marketplace
- How to avoid and quickly resolve conflict
- How to impress and keep customers

Explore

- Cultural knowledge and skills
- Tools and tips for your own business practices
- Etiquette and behavior for multi-cultural business

Create

- Confidence in interactions
- A greater self awareness and openness to others



Harriet Russell, Director

Harriet Russell understands how cultural values influence and impact business decisions and behavior. She is an international coach and educator with a wealth of hands-on experience in the global business world. For over 35 years, Harriet has been involved in bridging communication and cultural gaps through training, consulting and coaching. Harriet's diverse career has spanned four continents in government, industry, media, and business sectors, including 8 years of immersion overseas. She taught Intercultural Communications and Japanese Language at Baldwin Wallace College, and consults with individuals and businesses in the world-wide marketplace.

Harriet was awarded the Paul Harris Fellow Award from Rotary International *"in appreciation of tangible and significant assistance given for the furtherance of better understanding and friendly relations among peoples of the world."*

Fluent in several languages, and familiar with the communication styles and business customs of many cultures, Harriet Russell is ready to help you bridge the cultural gap.