



# Cross-cultural working: understanding diversity for enhanced performance in the workplace

**ICFO**<sup>R</sup>

**PLUS+ training  
program**

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The sky is the limit

June 13 & 16  
9:30-13:30  
ICFO BLR

# Course programme

- Brief introduction to communication:
  - Levels / Types
  - Getting to know your own communication style
- Working in a remote team:
  - Characteristics of mature remote teams
  - How culture impacts remote teams
  - What instils trust?
- Understanding culture:
  - Culture and perceptions
  - Cultural differences, common mistakes, and their impact
  - Values: What lies beneath the surface
- 5 strategies for managing cross-cultural collaboration and challenges at the workplace
- A framework for communication: 6 Dimensions of culture:
  1. Relationship vs. Task
  2. Collectivism vs. Individualism
  3. Dialogue vs. Data
  4. Risk Orientation
  5. Power Distance
  6. Directness
  - Case studies to understand and appreciate diverse perspectives
- Maxing the mix: Best practices for cross-cultural success
- Your Action Plan: Culture in the workplace

## 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 and share best practices for successful cross-cultural communication in the workplace.

## Learning objectives

- Increase self-awareness of communicative style
- Identify appropriate practices for managing cross-cultural communication challenges at ICFO
- Recognize the key factors to develop Cultural Intelligence
- Increase self-awareness of cultural preferences
- Analyse 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 when belonging to a cross-cultural virtual team

## The trainer

Alicia Marín Muniesa has more than 18 years of international business experience. Professional coach, team coach, trainer. Associate professor at IE Business School since 2011 for the subject Cultural Intelligence. She has been facilitating workshops around this subject for several research institutes in Barcelona since 2012.