



Add-Wise Conseils
Advising your growing business!

Sarl Palauva

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SYNOPSIS

Ref: 06 TPE-MIEI-GB Intercultural Management & International Expansion

INTERCULTURAL MANAGEMENT & INTERNATIONAL EXPANSION

Duration: **1 day**, 7 hours

Cost: To be determined

Place: To be determined

Date: To be determined

Introduction to multicultural negotiation and better understand of the working and trade issues

We will aim here at developing a multidimensional portrait of our international partners as well as of our own representation abroad as French citizens

GOALS

- Detail the key cultural dimensions of our international potential/current partners
- Develop tools and methods to understand and integrate my partners' multicultural dimensions in their job functions and business

TARGETS

- Executive / Sales Executive
- Anyone with customer contacts, wishing to move towards more international activities

METHODOLOGY

- Active pedagogy: alternation of theoretical lectures, simulation exercises and group work
- Each participant has adapted course materials

PROGRAM

*At what times and by what means is it, that my company may be faced with cultural difference?
What characterizes my interlocutors abroad on a cognitive and societal level?
How am I perceived as a French interlocutor outside of my own borders?
Where am I (and my company) to be found in the scheme of international readiness?
What improvement and efficiency measuring tools, should be considered for myself and my team?
Writing of a multiculturalism matrix and index.*

➔ Practical work

Note: The modules can also be conducted entirely in French.

Prestataire de formation enregistré sous le numéro 82 38 05743 38. Cet enregistrement ne vaut pas agrément de l'Etat.

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