

**“WHAT MAKES ME A CULTURALLY FLEXIBLE PROFESSIONAL?”**

## **CROSS-CULTURAL COMPETENCE TRAINING SEMINAR**

**“HOW CAN I DEVELOP MY POTENTIAL ACROSS CULTURAL BOUNDARIES?”**

### **Is this training seminar for you?**

- Yes, if you need to 'get your job done' with people from different cultures.
- Yes, if you need to maximize productivity and effectiveness across cultural boundaries.
- Yes, if you want to improve your sensitivity in international or cross-cultural activities.
- Yes, if you require a thorough understanding of potential sources of misunderstanding and areas of synergy in cross-cultural cooperation.
- Yes, if you are preparing for an assignment abroad and are willing to invest 2 days to strengthen your cross-cultural effectiveness.

**This programme is specifically designed for managers, leaders and professionals who need to function effectively in an international or cross-cultural setting. Emphasis will be on cross-cultural awareness and practical skills for cooperating and managing effectively across cultures.**

**A 2-DAY COURSE  
BY DRIES DEBACKERE**



**18 - 19 October  
2004**

# PROGRAMME AGENDA

## Day 1

### Morning session: Raising cultural awareness

This session will increase your cultural awareness in the following areas:

- What culture is & how different forms of culture can interplay
- Cooperation and resistance in a cross-cultural setting
- Culture and personality: values, differences, similarities & uniqueness
- Your own values & value judgements
- How people arrive at meanings and understandings across cultural boundaries
- How perceptions can differ across cultures
- Culturally sensitive areas in interpersonal & business relationships

### Afternoon session: The field of cross-cultural communication

This session will provide you with a good understanding of the following:

- Who is who in the field of cross-cultural communication
- Contemporary academic thinking on cross-cultural communication
- Cross-cultural communication in practice
- Tools for cultural analysis
- What people really need
- Quantitative research studies and qualitative needs assessments

## Day 2

### Morning session: Translating cultural awareness and knowledge into functional abilities

This session will enhance your abilities to do the following:

- Assess how your cultural preferences can affect your communication, projects, management style, decision-making processes, leadership, teamwork, etc.
- Evaluate cross-cultural competency and trainability
- Design forms of cooperation that value and benefit from cultural diversity

### Afternoon session: Cross-cultural competence

This session will enhance your abilities to do the following:

- Maintain your sense of self in culturally diverse and ambiguous situations
- Assess and talk about your personal culture & biases
- Maintain a result-oriented dialogue and create synergies with people who have culturally different views about that which 'goes without saying'
- Deal with stereotypes and ethnocentrism
- Create cooperative synergies between culturally diverse team members
- Leverage cultural diversity for enhanced cooperation
- Develop workable cooperation strategies for domestic and international multicultural teams
- Integrate cross-cultural factors into your teamwork / team building.

Personal action plan

Programme evaluation

# VALUE FOR MONEY

## Here is what you' ll get

- 16 hours of learning with a proven expert
- A concrete and realistic action plan for further personal development
- A framework for further cultural analysis
- Personalized feedback on your cultural profile and competences (strengths and areas to work on)
- A full set of handouts (over 200 pages)
- Lots of practical tips & tricks, dos and don'ts
- Ample networking opportunities
- Serious post-training feedback: *" My personal satisfaction comes from seeing my customers succeed. My commitment to serious post-training feedback on those aspects of your cross-cultural competence for which you may value my feedback makes a definite difference and makes this course stand out from other similar courses."*

In addition to the comprehensive course material, there will be sufficient time for peer networking and learning from other participants' best practices.

## Your trainer

Dries was born in a small village in West Flanders, Belgium, and grew up in a Flemish-speaking family. He learned 'standard' Dutch at school before tackling French, Latin, Greek, English and German. He was awarded a degree in translation and set up business as a translator and foreign language trainer, specializing in management and human resources. He has also continued his studies and developed skills in export management, the training of trainers and the management of small and medium-sized businesses (SMEs).

Since 1994, he has been helping leaders and managers of large, medium-sized and small businesses overcome linguistic and cultural barriers.

Although an expert in Belgian culture, he is a generalist/facilitator who specializes in developing the transcultural potential of an organisation, a team or an individual.

He is a dynamic speaker and his style is sharp and direct, which guarantees that the experience, knowledge and skills that he will share with you, will have a lasting effect.

## What previous participants said about this course.

- "The content given was relevant and can be easily applied."
- "Excellent knowledge of the subject matter."
- "Attractive and motivating methodology."
- Please contact us for more customer comments.

## Save by hosting a customized seminar at your own site.

We can conduct this seminar at your own site. With 3 or more registrants, you may save by hosting a customized seminar at your location. We can also include a specific geographic focus. Please contact us for more details.

# REGISTRATION

## Further questions?

Call [+32 51 25 05 78](tel:+3251250578) (GMT+0200) or e-mail: [contact@driesdebackere.com](mailto:contact@driesdebackere.com)

## Registration

Upon receipt of your registration form, we will send you a written confirmation, an invoice, seminar location details, a route description and some advance preparation suggestions to allow you to make the most of this course. Your registration will be guaranteed only when full payment is received.

## Location & dates

### Dates

Monday, October 18, 2004: 10:00 a.m. - 6:30 p.m.

Tuesday, October 19, 2004: 9:00 a.m. - 5:00 p.m.

### Location

Roeselare - Belgium

## Language

Instruction and course materials will be in English. Personalized feedback can be provided on documents in English, French, German, Dutch, Spanish & Portuguese.

## Investment

1.150 EUR (excl. VAT)

This includes 2 days of training, unlimited tea, coffee, water and biscuits, written course materials, 2 lunches and Monday supper. Please await our invoice for payment instructions.

Bring your colleague, partner or secretary and deduct 25% from his/her registration fee.

## Quality & limited enrolment

Enrolment is limited to enhance learning. If registering within 15 days of the programme, please call us to ensure seat availability.

## Accommodation & travel

Travel and hotel costs are the responsibility of the registrant. We recommend [Parkhotel Roeselare](#), which is within walking distance of the seminar location and the Roeselare railway station.

## Cancellation

The registration fee can be refunded if written notification is given 15 days before the start of the programme. Registration can be transferred to a colleague or business partner. We reserve the right to reschedule or cancel the course due to inclement weather, acts of war, curtailment of transportation, national or local emergencies. We reserve the right to close registration when the course has reached attendance capacity. In the event of a cancellation, we are not responsible for any travel or hotel costs incurred by the registrant.

## Quality guarantee

I guarantee that you will go home with a concrete, realistic plan for further personal development and many directly applicable skills. I also guarantee that you will receive valuable feedback on your post-seminar feedback requests (support with skills transfer, areas that you are working on, etc.). If you seriously implement your personal development plan and see no difference 6 months after the course, I will give you a complete refund of your registration fee. That is my guarantee.

*For Flemish registrants only*

## U kan deze opleiding voor de helft van de prijs volgen.

U kan Vlaamse Opleidingscheques gebruiken om deze training te betalen. Bestel tijdig uw cheques op <http://www.vlaanderen.be/opleidingscheques>

# REGISTRATION FORM

## CROSS-CULTURAL COMPETENCE

**Yes, I want to improve my cross-cultural competence.**

- Please register me for this course with Dries Debackere on **18 - 19 October 2004**.  
I agree with the registration and cancellation terms.
- (For Flemish registrants only)* Ik betaal met Vlaamse Opleidingscheques.
- I am not able to attend but would like to be kept informed of similar training courses being held in the future.

<i>Family name:</i>		<i>First name:</i>
<i>Position:</i>		<i>Organisation:</i>
<i>Address:</i>		
<i>Postal code:</i>	<i>City:</i>	<i>Country:</i>
<i>Telephone:</i>		<i>Fax:</i>
<i>E-mail:</i>		
<i>(When registering): Date:</i>	<i>VAT number:</i>	<i>Signature:</i>

**Please fax this form to:**

**+32 51 24 85 61**

**Or send it to:**

**Dries Debackere  
Debackere Dries bvba  
P. Benoitstraat 11  
B-8800 Roeselare (Belgium)**

The information you supply in this form will only be used to provide you with the service or information that you requested. You have the right to access and, if necessary, correct your personal data. Your information will never be disclosed to third parties and will be treated in accordance with the Belgian Act of December 1992 protecting personal privacy.



# SUMMARY



## Your key benefits

Having completed this course, you will be able to do the following:

**Deal effectively with all major aspects of working with people from different cultures**

**Use effective communication skills across cultural boundaries**

**Enrich your work through cultural diversity**

**Construct a realistic plan for further personal development**

## Additional benefits

- Higher level of professionalism
- Increased confidence and less stress
- Greater sense of self and more job satisfaction
- Return home positive and enthusiastic about culture' s impact
- + informal, relaxed setting for enhanced learning

## Your investment

- Two days of your time
- The registration fee
- At the end of the programme, you will design your own action plan for further personal development, which identifies the steps to be taken for successful implementation of the course objectives.
- Personal commitment and willingness to implement your action plan.

## My commitment

- To do everything that is reasonably possible to help you succeed in developing your cross-cultural competence as a professional.