

"HOW DOES CULTURE AFFECT MY TRAINING?"

## EFFECTIVE TRAINING ACROSS CULTURES

"HOW DOES CULTURE AFFECT THEIR LEARNING?"

A 2-DAY SUMMER COURSE  
BY DRIES DEBACKERE



### Is this cross-cultural course for you?

- Yes, if you regularly train trainees from different cultures.
- Yes, if you want to develop your ability to flexibly function in culturally diverse learning environments.
- Yes, if you need to apply a cross-cultural perspective to your training programmes.
- Yes, if you require a good understanding of how learning can be enriched through cultural diversity.
- Yes, if you are willing to invest 2 days to strengthen your cross-cultural effectiveness.

This course is an intensive, no-nonsense programme, specifically designed for international trainers and HR specialists. Major emphasis will be given to cross-cultural awareness and the practical skills required to effectively train across cultures.

19 - 20 July  
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 learning and learning perceptions can differ across cultures
- Culturally sensitive areas in training & development

### 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 the customer really needs
- Quantitative research studies and qualitative needs assessments

## Day 2

### Morning session: Developing your cross-cultural skills

This session will enhance your abilities to do the following:

- Assess how your cultural preferences can affect your training & development
- Assess how your own cultural outlook can affect your learning
- Evaluate cross-cultural competency and trainability
- Design training programmes 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 learning situations
- Assess and talk about your personal culture & biases
- Maintain a result-oriented dialogue and create synergies with people who have culturally different views on learning
- Deal with stereotypes and student ethnocentrism
- Create cooperative synergies between culturally diverse learners
- Leverage cultural diversity for enhanced learning
- Develop workable learning strategies for domestic and international multicultural teams
- Adapt content and methodologies to culturally different learning environments
- Better prepare technical professionals for cross-cultural interactions
- Integrate cross-cultural factors into your training processes

Personal action plan

Programme evaluation

## 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 of your training / learning practices
- Personalized feedback on how to improve your training (content, methodologies and other aspects that you value)
- A full set of handouts (over 200 pages)
- A set of learning and simulation games to raise cultural awareness among your learners
- 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 training for which you 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 1967 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."
- For more customer comments, [click here](#).

## 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 geographical focus. Please contact us for more details.

# REGISTRATION

## Further questions?

Call +32 51 25 05 78 (GMT+02:00) 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 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, July 19, 2004: 10:00 a.m. - 6:30 p.m.

Tuesday, July 20, 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) after 30 June 2004

Save 200 EUR if you pay before 30 June 2004 (950 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: [www.parkhotel-roeselare.be](http://www.parkhotel-roeselare.be), 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 training skills. I also guarantee that you will receive valuable feedback on your post-seminar feedback requests (support with skills transfer, content, methodologies, 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

## EFFECTIVE TRAINING ACROSS CULTURES

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

- Please register me for this course with Dries Debackere on **19 - 20 July 2004**.  
I agree with the registration and cancellation terms.
- I am a paid-up member of a representative organisation of the training industry in my country and would like to register for an additional 10% discount. I am attaching documentary evidence for this.
- I want to qualify for the early bird discount (200 EUR). I shall make sure that payment is made by 30 June 2004.
- (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 handled 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 learners with different cultures**

**Use effective training skills across cultural boundaries**

**Enrich your training through cultural diversity**

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

## Additional benefits

- Greater 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 trainer.