

Cross Cultural Communications



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Learning Outcome:

- Work effectively and productively in a multicultural context.
- Develop a global mindset along global competencies.
- Adopt skills, techniques, attitudes and behaviours to provide an atmosphere of trust, respect and supportive communication between colleagues and clients.
- Consciously practise the global skill-set which is not only nice to know but necessary in today's multicultural environments.
- Discover the specifics of relevant cultures, in order to achieve communication excellence.

Course Outline:

Module 1: Creating the Context for the Programme

- Programme Outline
- Learning Needs
- Course Objectives
- Life-long Learning

Module 2: Understanding Culture

In this module, we will discuss and understand how cultures are defined and how they are established based on observable and non-observable behaviours. We will learn the four cross-cultural concepts and the specific cultural differences of the different countries you deal with in business. The topics included are:

- Definition of culture
- Components and levels of culture
 - Mono chronic vs. Poly chronic cultures
 - Low context vs. High context cultures
- Norms, values and basic assumptions
- Empathy vs. Ethnocentrism

Module 3: Working with the Pacific and South-East Asia Countries

The discussion will focus on how we can provide excellent service focusing on commonalities and understanding the differences to achieve win-win results across borders.

Module 4: A Model for Business Success across the Middle-Eastern Countries

A four-step which will help you to manage yourself and your relationship with others in Singapore and elsewhere.

Module 5: Role Play

In this module, participants will have an opportunity to apply the skills based on customised case studies.

Module 6: Conclusion

- Appendix – Working in a Multi-Cultural Environment
- Takeaways
- Action Plan

Trainer's Profile:

Sharlyn Stafford is a dynamic and successful corporate coach and consultant with more than 20 years of experience facilitating corporate training courses in Singapore, South East Asia, Australia and North America. Her personal premise advocates encouraging individuals in their life long learning and self-knowledge to achieve career results and personal wins. She achieves this by delivering tangible outcomes for her clients, which has established her as an expert in management development. Her focus on corporate training and executive coaching with a firm foundation in interpersonal skills, communication skills, presentation skills and professional image – has garnered her a steady clientele from:

- UBS AG (Hong Kong & Singapore)
- Club Med South (East Asia, Australia and Japan)
- Ermenegildo Zegna
- Reuteurs (Singapore)
- Monetary Authority (Singapore)
- United Overseas Bank (UOB)
- National University of Singapore
- Singapore Technologies Group
- Infineneon Technologies
- MAS Holdings (Sri Lanka)
- Ernst & Young (Singapore and Australia)
- Arthur Andersen (Australia)

Professionally trained by Corporate Coach University, Sharlyn graduated with honours from the University of Waterloo in Canada, with a degree in Business Studies and Tourism. Her successes in starting her own business consultancy and training company have served as a rich backdrop to becoming a professionally qualified corporate trainer and coach.

She authored and published "Imaging for Women" in 2003 and "Imaging for Men" in December 2007.

Date:

9 Jan 2012

9 Mar 2012

Course Fees:

S\$480.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:

www.mis.org.sg/seminars

Email:

seminars@mis.org.sg

Tel:

6327 7586 / 583/ 582

Fax:

6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Cross Cultural Communications <input type="checkbox"/> 9 Jan 2012 <input type="checkbox"/> 9 Mar 2012 (9.00am to 5.00pm) S\$480 (subject to 7% GST) Includes lunch & refreshments		*Approved for SDF funding Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

Email: seminars@mis.org.sg
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