

Working Successfully with the Americans Workshop

Objectives

At the end of this workshop participants will have enhanced their understanding of:

- who the Americans are and what are the most important factors that affect their business and private behaviour
- getting the real American business message i.e. understanding the unspoken word
- how to interact and work more effectively with Americans

Contents

A brief introduction to intercultural communication focusing on the challenge of cultural adjustment.

Culture-specific information on America including

- historical/economic milestones
- characteristics of American business/social structure
- Political correctness/sexual harassment and immigration

Work-related attitudes and behaviour including

- leadership
- management style
- conflict resolution
- argumentation/persuasion
- formal/informal meetings
- roles and expectations
- problem-solving and decision-making
- information sharing - systems/strategies
- encountering the Americans outside the workplace

Methodology

Learning activities will consist of lecturettes, individual and group exercises, role plays, case studies and discussions.

Target Group

Professionals who need to gain deeper insight into American business culture and the mindscape of their American colleagues, counterparts, supervisors, employees and clients.

Prerequisite

Intermediate level of English (B1 on the CEF*)

Duration

2 days

Number of Participants

12

** CEF = Common European Framework of Reference for Language Learning and Teaching.
Check your level of English with IBC's English Fitness Check.*