

## CULTURAL CHAMELEON

### HOW TO LEVERAGE CULTURAL GAPS TO BUSINESS SUCCESS?

**Unique Workshop for Managers & Employees Interacting with other Cultures**

#### The Challenge

Success in international markets is not easily achieved. Different, complex and dynamic environment pose a significant hurdle along the way towards meeting business objectives.

Managers, marketing and sales personnel, as well as other employees find it difficult to understand customers and business partners from abroad, wondering what would be the most effective way to act.

The ability to handle cultural differences and to adapt properly, is one of the most critical factors for success, for any company engaged in international business.

#### Target Audience

Managers and employees who frequently interact with people from other cultures and are interested to improve their ability to influence at the international interface.

Fit specifically to entrepreneurs, top managers, marketing, sales and service personnel who operate internationally with customers, distributors and other business partners.

Also purchasing, as well as R&D personnel, working internationally can significantly benefit from this workshop.

#### Objective & Benefit

Workshop's objective is to enhance awareness to cultural differences, supply tools to identify cultural gaps, and to provide practical adaptation techniques, in order to become more effective in cross-cultural interactions.

At the end of the workshop, participants will better understand the behavior of the other side and will be able to respond better to the business situation at hand.

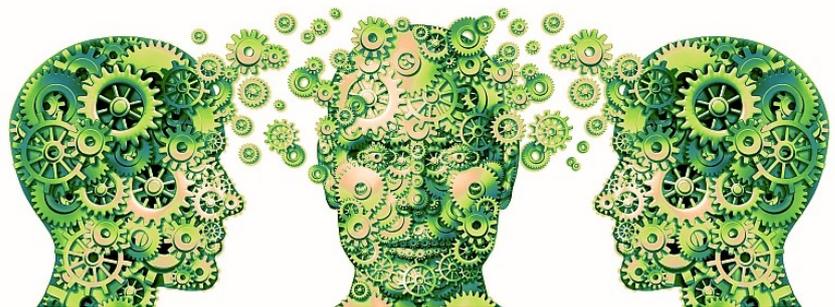
This will practically narrow cultural gaps, reduce potential conflicts and will increase trust and cooperation between sides.

**HIGHLY PRACTICAL**

**USABLE OUTCOMES**

**UNIQUE CONTENT**

**EFFECTIVE LEARNING**



#### Workshop Uniqueness

- ✦ Practical point of view, connected to business realities.
- ✦ Based on years of inter-cultural business experience.
- ✦ Flexible tools & techniques which fit multiple cultures.
- ✦ Founded on insights from empirical research.

## Format & Methods

Critical integration of empirical research results, case studies and the most updated practical hands-on experience from around the world.

A 4 hours workshop. Delivery methods include: frontal lectures, in-class group exercise, audience debate and Q&A session. Workshop program consist of a detailed syllabus, accompanying slides, worksheets and reading lists. Programs may be modified or adapted in accordance to customers' unique requirements, in order to fit into broader training portfolios of training organizations.

Workshop reference number:  
PSME-CCWS-01.

Format or content may  
change without notice.

## Content

- ✦ National culture and its business importance.
- ✦ Culture classification methods.
- ✦ Implication to various business dimensions.
- ✦ Business cultures - East vs. West.
- ✦ Cultural differences management strategy.
- ✦ Practical tools for cultural gaps identification.
- ✦ Gap narrowing and adaptation techniques.
- ✦ Exercises in leveraging cultural differences.



## Lead Lecturer

Moti Blau, managing director & founder of Proxy Marketing Solutions Ltd. An entrepreneur and international marketer with over 20 years of international business experience, specializing in international marketing & sales. Executed thousands of lectures & training hours to top professionals from around the globe. [More...](#)

## Proxy Marketing Solutions Ltd.

An international marketing training & consulting firm. Founded in 1997 by Moti Blau, together with a Dutch investment company. The mission of Proxy is to assist companies operating in international markets in maximizing their business potential. [More...](#)

