



Global Business Culture and Cultural Training

Global Business Culture are world leaders in the field of global cultural difference and its impact on international business operations. Established over 15 years ago, Global Business Culture provides the highest quality cultural awareness training and consultancy to an impressive range of leading-edge clients. We build strong relationships with our clients and provide tailor-made, innovative solutions which are designed to help our clients maximise their effectiveness in the global market place.

How we add value

With over 15 years' experience of working with some of the world's most prestigious global companies, Global Business Culture has developed a range of training interventions which are designed to be of immediate practical value to delegates. We do not talk theory, we talk practice and directly relate international cultural difference to the day-to-day reality of people's working lives.

We address such issues as

- Overcoming personal bias and prejudice
- Head office – international subsidiary working relationships
- Running effective multi-national meetings
- Understanding client decision-making processes
- Assessing colleagues from other cultures
- Differing leadership styles and their impact on virtual colleagues
- Effective communication across borders

Typical training interventions

Although all our programmes are tailored to suit the needs of each individual client, our courses could cover the following formats:

- Global cultural awareness
- Region-specific briefings
- Country-specific programmes
- Pre-expatriation preparation
- Function-specific workshops

