



PB INSTITUTE OF RESEARCH AND TECHNOLOGY

P.O Box 21457-00100

Nairobi - Kenya

Mobile: +254 721 214 795

Email: info@pebblesinstitute.org

Global Communication Skills: Working Across Cultures

Duration: 10 days

On-Site

01 Who Should Attend

- Administrative and office professionals
- Human resources professionals
- Customer service professionals
- Project and programme managers
- International business professionals
- Sales and business development teams
- Government and public-sector employees
- NGO and development-sector professionals
- Diplomacy and international relations professionals
- Professionals working with multicultural teams, clients, or partners

02 About the Course

Cross-Cultural Communication is a practical training course designed to equip professionals with the skills required to communicate effectively and build productive relationships across different cultural backgrounds. The course explores cultural awareness, communication styles, workplace expectations, cultural differences in verbal and non-verbal communication, conflict management, and inclusive collaboration. Participants will learn how to recognize cultural differences without relying on stereotypes, adapt their communication approaches, navigate misunderstandings, and work effectively with multicultural teams, clients, partners, and stakeholders in increasingly globalized workplaces.



PB INSTITUTE OF RESEARCH AND TECHNOLOGY

P.O Box 21457-00100

Nairobi - Kenya

Mobile: +254 721 214 795

Email: info@pebblesinstitute.org

03 Workshop Objectives

- Understand the impact of culture on communication styles and behaviors.
- Identify and analyze cultural differences in communication.
- Adapt communication strategies for different cultural contexts.
- Develop active listening skills for cross-cultural communication.
- Understand the importance of non-verbal communication in different cultures.
- Avoid common cultural misunderstandings and misinterpretations.
- Build rapport and trust with individuals from diverse cultural backgrounds.
- Understand the role of language and translation in cross-cultural communication.
- Develop strategies for managing cultural conflicts and misunderstandings.
- Utilize cultural sensitivity and awareness in business interactions.
- Enhance their ability to communicate effectively in a globalized environment.
- Improve their ability to build and maintain positive cross-cultural relationships.
- Contribute to improved collaboration and teamwork in diverse teams.
- Stay up-to-date with the latest trends and best practices in cross-cultural communication.
- Become a more culturally competent and effective communicator.
- Understand ethical considerations in cross-cultural communication.
- Learn how to use cultural intelligence (CQ) tools and techniques effectively.

04 Module Topics

Module 1: Foundations of Cross-Cultural Communication

- Understanding the concept of culture and its impact on communication.
- Exploring different cultural dimensions (e.g., Hofstede's dimensions).
- Recognizing the importance of cultural sensitivity and awareness.
- Identifying common barriers to cross-cultural communication.
- Developing a framework for understanding cultural differences.



PB INSTITUTE OF RESEARCH AND TECHNOLOGY

P.O Box 21457-00100

Nairobi - Kenya

Mobile: +254 721 214 795

Email: info@pebblesinstitute.org

Module 2: Cultural Differences in Communication Styles

- Analyzing variations in verbal and non-verbal communication across cultures.
- Understanding differences in direct vs. indirect communication.
- Exploring variations in communication formality and hierarchy.
- Recognizing cultural differences in listening and feedback styles.
- Adapting communication styles for different cultural contexts.

Module 3: Non-Verbal Communication Across Cultures

- Understanding the importance of non-verbal cues (body language, gestures, eye contact).
- Analyzing cultural variations in non-verbal communication.
- Recognizing potential misinterpretations of non-verbal cues.
- Developing awareness of personal non-verbal communication habits.
- Adapting non-verbal communication for different cultural settings.

Module 4: Language and Translation Considerations

- Understanding the role of language in cross-cultural communication.
- Recognizing the limitations of direct translation.
- Utilizing professional translation and interpretation services.
- Adapting language for clarity and cultural appropriateness.
- Understanding the impact of language barriers on communication.

Module 5: Building Rapport and Trust Across Cultures

- Developing strategies for building rapport and trust with individuals from diverse cultures.
- Understanding the importance of cultural etiquette and protocol.
- Demonstrating respect and sensitivity to cultural differences.
- Building relationships through shared experiences and common interests.
- Understanding the importance of patience and flexibility.

Module 6: Managing Cultural Conflicts and Misunderstandings



PB INSTITUTE OF RESEARCH AND TECHNOLOGY

P.O Box 21457-00100

Nairobi - Kenya

Mobile: +254 721 214 795

Email: info@pebblesinstitute.org

- Identifying common sources of cultural conflict.
- Developing strategies for resolving cultural misunderstandings.
- Utilizing mediation and negotiation techniques for cross-cultural conflicts.
- Promoting a culture of understanding and respect.
- Learning from cultural conflicts and building resilience.

Module 7: Cultural Intelligence (CQ) and Adaptability

- Understanding the concept of cultural intelligence (CQ).
- Developing CQ skills through self-assessment and reflection.
- Adapting communication and behavior for different cultural contexts.
- Building cultural agility and flexibility.
- Applying CQ to enhance cross-cultural interactions.

Module 8: Cross-Cultural Communication in Business Settings

- Analyzing cultural differences in business practices and etiquette.
- Adapting communication for international business negotiations.
- Understanding cultural variations in leadership and management styles.
- Developing strategies for managing diverse teams.
- Utilizing cross-cultural communication in marketing and sales.

Module 9: Ethical Considerations and Continuous Improvement

- Understanding ethical considerations in cross-cultural communication.
- Promoting inclusivity and avoiding cultural stereotypes.
- Developing a personal action plan for cross-cultural communication improvement.
- Staying up-to-date with cultural trends and best practices.
- The future of cross cultural communication in a globalized society.