

CROSS-CULTURAL TRAINING
FOR INTERNATIONAL BUSINESS



SPRING INSTITUTE
FOR INTERCULTURAL LEARNING

Bridging Cultures • Building Futures

CROSS-CULTURAL TRAINING FOR INTERNATIONAL BUSINESS

BUSINESS GOES GLOBAL

global

With each passing day, global interaction becomes the norm for more and more business professionals. Your job may require you to live and work abroad. Or, you find yourself dealing with international customers via fax, phone, email or in face-to-face meetings. No matter what your professional situation, the need for international business skills is a growing reality. The Spring Institute for Intercultural Learning can teach you those skills through a dynamic, learner-centered program.

NO MATTER WHAT YOUR PROFESSIONAL SITUATION, THE NEED
FOR INTERNATIONAL BUSINESS SKILLS IS A GROWING REALITY.

PARTNERS IN LEARNING

learning

At the Spring Institute, our Cross-Cultural Training for International Business assists:

- Corporations sending employees overseas to work
- Employees of domestic businesses who deal with international customers via fax, email, phone or face-to-face meetings
- Job seekers who want to learn, improve and practice the cross-cultural skills needed for overseas employment
- Expatriate employees who are returning to the United States from abroad and want to avoid reverse culture shock

experience

TRAINERS WHO HAVE BEEN THERE

The Spring Institute's experience in cross-cultural training for international business dates back to the early 80s. Since then, we've developed and operated several overseas projects, including in Asia and the Middle East. All of our trainers have worked abroad, and all have conducted countless hours of cross-cultural training with professionals from companies of all sizes. We've empowered hundreds of businesspeople with vital cross-cultural skills. If you'd like to be in touch with a satisfied client, please contact us.

success

GET YOUR PASSPORT TO SUCCESS

Advancements in technology have made international business a day-to-day reality. More and more businesses will take advantage of global opportunities as the access to international markets widens. Are your employees poised to take advantage of these opportunities?

CALL THE SPRING INSTITUTE AT (303) 863-0188
to learn how we can help ensure your success in international business.

reports

REPORTS FROM THE FIELD

These clients, both from a Fortune 500 company, had this to say about the Spring Institute's Cross-Cultural Training for International Business:

"OUTSTANDING COURSE FROM HIGHLY PROFESSIONAL STAFF. HAVE HAD SOME EXPOSURE TO BEING IN CHINA AND ARGENTINA, AND WISH I'D HAD THIS TRAINING PRIOR TO THOSE VISITS. NOW I'M BETTER PREPARED AND HAVE A REFERENCE GUIDE FOR MY NEXT TRIP... WHERE AT LEAST I'LL MAKE A FEW LESS MISTAKES."

"WONDERFUL! PROBABLY THE MOST PRODUCTIVE CLASS I'VE TAKEN IN 12 YEARS."

CUSTOMIZED PROGRAM, POWERFUL RESULTS

Because each professional faces a unique situation, the Spring Institute's Cross-Cultural Training for International Business offers a flexible curriculum that's tailored to meet your needs. Through onsite visits, phone interviews and needs assessments with you and your company, we build a customized program to reflect the cultures and countries you'll interact with or visit. We'll lead you through pertinent business scenarios to provide concrete and practical skill building. For example, if you'll be posted in China, we may address what to expect at an evening business function. Or we might touch upon the different style of Chinese negotiating. And regardless of your destination, we partner with a trainer from the host country, so you receive firsthand knowledge from a native about the different cultural and business situations you're likely to encounter.

Typically, our program culminates with your interacting with a foreign national in a real-world scenario. In this way, you can put to the test all the valuable skills you've learned.

TO ENSURE YOU'RE
FULLY PREPARED,
OUR PROGRAM EQUIPS
YOU WITH PRACTICAL
CROSS-CULTURAL SKILLS,
INCLUDING:

Enhanced cultural awareness

Our trainers help you to define culture, recognize the difference between surface and deep cultural behaviors, and identify and dispel stereotypes.

Better communication

You learn how to communicate more effectively with people who speak English as a second language.

Team building

We help you master skills for effectively interacting with international customers, clients and/or coworkers to solve problems.

Conflict resolution

Through role-playing, we tackle protocol issues and how to solve difficult cross-cultural misunderstandings.