

INTERCULTURAL INTERACTIONS BETWEEN EAST AND WEST

- 25 CRITICAL INCIDENTS (EUROPE AND ASIA)
- A BUSINESS CASE TRAINING VIDEO WITH FACILITATOR'S GUIDE (HQ IN SWITZERLAND, SUBSIDIARY IN SHANGHAI, CHINA)



In today's globalized world, exciting opportunities exist for the collaboration between East and the West. Yet, at the same time, cultural differences are often the biggest challenge to successful business interactions. A lack of understanding of different cultures causes conflicts, resulting in loss of precious time, loss of resources and loss of opportunities. Therefore, bridging cultural differences when interacting with each other is crucial. For mindful interactions, it is necessary to ask recognize differences, respect differences, and reconcile differences, as the world-renowned experts on international management, Fons Trompenaars and Charles Hampden-Turner stipulated.

Both the critical incidents and the training video of this package aim at overcoming barriers between East and West and at building cross-cultural competence for Westerners interacting with Easterners and vice versa. These educational and corporate training tools are cost- and time-efficient and provide plenty of opportunities for reflection.

25 Critical Incidents for self-study and classroom training

The critical incidents focus on common areas of difference in communication and expectation between East and West, such as hierarchy, giving and losing face, relationships (guanxi), and non-verbal communication.

Each critical incident comes with five possible options to choose from, and an analysis indicating the best option(s). Participants can use this set of critical incidents to evaluate themselves and understand the reason for these incidents.

A Business Case Training Video

A case study of some common communication challenges between East and West (HQ in Switzerland, subsidiary in Shanghai, China) in the workplace, presented in a 20-minute film.

The video assembles key issues where different ways of doing things and different expectations are shown in several short sequences, such as decision making and preferred means of technology.

Facilitator's Guide to the Training Video

The facilitator's guide encompasses a general introduction including the aims of the video, a detailed description of characters and scenes including learning points, a generic training design with suggested activities, and a section of handouts.

Target groups: trainers and facilitators, professionals and students, also for self-study purposes.

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Ordering information:

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Training Video and Facilitator's Guide
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- b) **Package in prints and DVD**
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