



COMMUNICATION AND WRITING SKILLS | CWS-020

# Cross-Cultural Communication

## Contact

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## Address

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# Course content

## Why Attend

International business and diverse workplaces require communicating across cultures. Misunderstandings over directness, hierarchy, time and relationships can damage trust and results.

This Aractech course covers cultural frameworks, communication styles, high- and low-context cultures, non-verbal communication, working with interpreters, cross-cultural negotiation and virtual communication, and building cultural intelligence. Participants analyse cross-cultural scenarios.

## Course Methodology

- Case studies
- Scenario analysis
- Role plays
- Self-assessment
- Group discussions

## Course Objectives

- Understand cultural dimensions and frameworks
- Recognise differences in communication styles
- Adapt verbal and non-verbal communication
- Communicate effectively in multicultural teams
- Negotiate across cultures
- Develop cultural intelligence

## Target Audience

- Managers of international teams
- Expatriates and travellers

# Course content

- Sales and business development staff
- Diplomats and government officials

# Course outline

## Detailed course outline

Day-by-day outline for Cross-Cultural Communication.

### Day 1 - Culture and Communication

- 09:00-09:45 | What culture is
- 09:45-10:30 | Cultural frameworks
- 10:30-11:00 | Stereotypes
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Stereotypes (continued)
- 11:45-12:30 | Self-awareness
- 12:30-14:00 | Exercise: Cultural profile

### Day 2 - Communication Styles

- 09:00-09:45 | Direct and indirect
- 09:45-10:30 | High and low context
- 10:30-11:00 | Hierarchy
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Hierarchy (continued)
- 11:45-12:30 | Time
- 12:30-14:00 | Workshop: Style comparison

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### Day 3 - Non-Verbal and Virtual

- 09:00-09:45 | Body language
- 09:45-10:30 | Silence
- 10:30-11:00 | Virtual communication
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Virtual communication (continued)
- 11:45-12:30 | Interpreters
- 12:30-14:00 | Role play: Cross-cultural meeting

### Day 4 - Teams and Negotiation

- 09:00-09:45 | Multicultural teams
- 09:45-10:30 | Conflict
- 10:30-11:00 | Negotiation styles
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Negotiation styles (continued)
- 11:45-12:30 | Trust
- 12:30-14:00 | Case study: International negotiation

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### **Day 5 - Cultural Intelligence**

- 09:00-10:30 | Developing CQ
- 10:30-11:00 | Adaptation
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Adaptation (continued)
- 11:45-12:30 | Inclusion
- 12:30-13:15 | Personal plan
- 13:15-14:00 | Capstone: Cross-cultural action plan

# Seminar dates

## Available seminar dates

Live dates and pricing for Cross-Cultural Communication generated from the course details page.

| Date                  | Location  | Format    | Fee    |
|-----------------------|-----------|-----------|--------|
| 9 - 13 November 2026  | Rome      | Classroom | €3,460 |
| 14 - 18 December 2026 | Munich    | Classroom | €3,225 |
| 18 - 22 January 2027  | Istanbul  | Classroom | €1,978 |
| 15 - 19 February 2027 | Rome      | Classroom | €3,460 |
| 15 - 19 March 2027    | Istanbul  | Classroom | €1,978 |
| 19 - 23 April 2027    | London    | Classroom | €2,315 |
| 17 - 21 May 2027      | Barcelona | Classroom | €2,815 |
| 21 - 25 June 2027     | Rome      | Classroom | €3,460 |
| 19 - 23 July 2027     | Geneva    | Classroom | €4,315 |
| 16 - 20 August 2027   | Istanbul  | Classroom | €1,978 |

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| Date                   | Location      | Format        | Fee    |
|------------------------|---------------|---------------|--------|
| 20 - 24 September 2027 | Rome          | Classroom     | €3,460 |
| 18 - 22 October 2027   | Istanbul      | Classroom     | €1,978 |
| 15 - 19 November 2027  | London        | Classroom     | €2,315 |
| 20 - 24 December 2027  | Barcelona     | Classroom     | €2,815 |
| 9 - 13 November 2026   | Online / Live | Online / Live | €1,815 |
| 14 - 18 December 2026  | Online / Live | Online / Live | €1,815 |
| 18 - 22 January 2027   | Online / Live | Online / Live | €1,815 |
| 15 - 19 February 2027  | Online / Live | Online / Live | €1,815 |
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| 17 - 21 May 2027       | Online / Live | Online / Live | €1,815 |
| 21 - 25 June 2027      | Online / Live | Online / Live | €1,815 |
| 19 - 23 July 2027      | Online / Live | Online / Live | €1,815 |
| 16 - 20 August 2027    | Online / Live | Online / Live | €1,815 |
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