

# informatech

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## Masterclass : Cultural Intelligence & Innovation

Developing the Skills to Innovate, Communicate and Think  
Critically in Culturally Diverse Environments

(10 Days Training Course )

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ISO 29990

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## Why Choose this Training Course?

This advanced training course is designed to provide experienced Leaders and other Professionals with the knowledge and skills required by their challenging role. This course enables your staff to critically explore the skills needed to lead at a time when the global economy is experiencing an economic downturn that is having a significant impact on all industries and all organisations.

Innovation is regarded as the most important leadership competency in any industry. This training course will enable participants to perform in a radical mindset, push boundaries for themselves and their organisation, be agile and adaptive to conditions and outcomes.

Cultural Intelligence (CI) is the capability to relate and work effectively across cultures. Culture has been one of the key competencies in fields ranging from leadership and psychology, engineering, and finance, to accounting and marketing. The higher your CI, the more likely you will experience success working in a diverse, globalized world.

The training course includes many practical activities that are educationally and professionally enriching. This training course will cover the critical competencies necessary in a modern organisation. This ten-day Masterclass will leave participants engaged, energised, and inspired.

## This training course will feature:

- The techniques and challenges of innovation
- Business model innovation & value creation
- What disruptive innovation means to you and your organisation
- Practical tools for decision making & solving problems
- Creative and critical thinking skills for Leadership
- An understanding of all the major areas of culture
- How to improve your CI
- Understanding how to improve your cross-cultural communication
- Best-practice in expatriate and diversity management
- Cross-Cultural Negotiation

## The Course Content

### Module 1 - The Complete Course in Cultural Intelligence (CI)

#### Day One: The Psychology and Meaning of Culture

Where culture comes from and why it matters  
Understanding globalisation  
Your own cultural map  
The seven levels of culture (national, workplace, gender, age, regional, religious, occupation)  
The Hofstede five cultural value dimensions

#### Day Two: Communicating Across Cultures

Why communication differences and barriers occur  
How to remove barriers to communication  
Stereotypes and stereotyping explored  
Non-verbal communication (body-language) and culture  
Workplace culture and the impact on organisational communication

#### Day Three: Cross-Cultural Negotiation

The basics of negotiation with CI  
Cultural differences in negotiation  
Overestimating and underestimating cultural differences in negotiation  
Negotiation traps to avoid  
Developing your cross-cultural negotiation skills

#### Day Four: Managing Expatriates and Diversity

International assignments and global career development  
Culture shock and global working  
International Human Resource issues  
The business case for cultural diversity  
Nationalisation programmes

#### Day Five: Developing and Maintaining your CI

Developing a global mindset  
How to improve your CI  
Managing in multi-national companies  
National culture & strategy  
Personal Action Planning

## The Course Content

### Module 2 - Creating a Culture of Innovation

#### Day Six: The Practice of Innovation

What is innovation and where does it come from  
Becoming innovative  
Ideas for innovation  
The importance of the Business Model for value creation  
Developing your Business Model Canvas

#### Day Seven: Disruptive Innovation

Introduction to Disruptive Innovation (DI)  
Disruptive technology or disruptive innovation  
Examples of great disruption across multiple industries  
Evaluate your ability to be disruptive  
Enablers and constraints for DI

#### Day Eight: Benchmarking for Innovation

Principles of benchmarking for innovation  
Different Methods of benchmarking and how they relate to each other  
How to identify potential benchmarking projects  
An overview of the benchmarking process  
Running a Successful Benchmarking Project

#### Day Nine: Critical and Creative Thinking

Understanding the power of creativity  
Your brain and ideas  
Communication skills for ideation  
Core critical thinking skills  
Argument mapping

#### Day Ten: Culture and Innovation

Understanding the levels of culture  
Cultural barriers  
What we know about culture and innovation  
Creating a workplace culture that supports innovation  
Personal action planning