

DOING BUSINESS IN INDIA

DOING BUSINESS IN INDIA: UNDERSTANDING
INDIAN BUSINESS CULTURE

COURSE DURATION: ONE DAY

A one-day cultural awareness training workshop for
business and commerce.

COURSE OVERVIEW

As more businesses take advantage of the huge opportunities in India different cultural and business norms are often of concern.

Doing Business in India: Understanding Indian Business Culture is a one-day, interactive training workshop that explores Indian culture and business culture and how it differs from Europe. The focus is on building practical skills for communicating, working and doing business with Indian colleagues and business contacts, with particular reference to off-shore and outsourcing partners in India.

Learn more at
www.culturewise.net
+44 (0) 20 7387 5521

THE BENEFITS

Successful delegates leave **Doing Business in India: Understanding Indian Business Culture** with a framework for understanding Indian business culture, business-etiquette, business practices and business structures, together with practical communication, management and work skills to help get things done with Indian clients, colleagues, off-shore and outsourcing partners, and other business contacts.

The result is more effective
and productive working
relationships with India.



WHO SHOULD ATTEND?

Doing Business in India: Understanding Indian Business Culture will benefit anyone with face-to-face or virtual contact with India including expatriate assignees; international executives; global managers; virtual team leaders; negotiators; and global HR and training professionals.



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WHAT WILL I LEARN?

Morning

- Indian business - historical, economic, political and social contexts.
- How Indian business-people see the UK and Europe.
- Key Indian cultural values, attitudes, beliefs and expectations.
- The emerging values of 'new' India and their impact on modern Indian business.
- Leadership, management, and the continuing importance of family, status and hierarchy.
- Cultural challenges in communication with India.
- How to give and get productive feedback.
- Deciphering the multiple meanings of 'yes' and how to read between the lines.

Afternoon

- Indian English. English, but the same language?
- How to build productive and influential personal networks.
- Making your off-shore virtual teams more effective.
- Hints tips and strategies for managing Indian partners and colleagues, dealing with conflict and avoiding cultural misunderstandings.
- Working with Indian outsourcers. What helps and what doesn't.
- Advice, information and suggestions for your next negotiation or business trip to India.

ABOUT CULTUREWISE

Culturewise Ltd provides an unrivalled range of cultural awareness training solutions that enable organisations, teams and people to work effectively across the boundaries between countries and cultures.

Recognised as one of the most innovative companies in our business we operate from our head office and training centre in London, and around the world through a global network of quality-assured associates and training partners. Our customers include many of world's most successful global businesses.

Whatever type of international contact you are involved in, Culturewise's cross-cultural solutions will help build and sustain the global mind-set, openness, flexibility, cultural understanding and skills to ensure successful projects, and sustainable, long-term competitive advantage for your business or organisation.

HOW TO BOOK

To book your place call +44 (0) 20 7387 5521 or visit www.culturewise.net.

Terms and conditions, including charges for late cancellations or late payments, apply to all open and in-house training workshops. For full details on our Terms and Conditions please visit www.culturewise.net/terms.



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