

Sample UK cultural awareness training workshop

Title: Working Effectively with the UK

Duration: Half-day interactive group training workshop

Workshop Objectives

- Recognise some of the key cultural challenges when working virtually with the UK.
- Understand key elements of culture, communication styles and customer expectations in the UK, including customer service expectations.
- Explore how to create the right impression, sell more effectively, and avoid cultural misunderstandings with customers from the UK.

Content

- Introduction and objectives. Cultural awareness - what it is and why it is important.
- Where are we now? Identifying perceptions about how we currently manage cultural differences with UK customers.
- Self-assessment activity to raise delegate awareness of some of their own cultural values, expectations and approaches, and how these may differ from UK customers.
- Stereotypes of the UK and what's wrong with them.
- Core cultural values in the UK and how they differ from elsewhere.
- Key themes in UK culture and business culture.
- UK communication styles
 - Expectations regarding the use of first names and surnames; the style of language appropriate for e-mails and calls; humour; how feedback is given; and the importance of clarity when discussing difficult or challenging tasks.
 - How to be persuasive and influential when working with UK customers.
- UK working styles
 - How to deal with conflict and negotiate effectively.
- UK attitudes towards time, deadlines and schedules.
- Relationship-building and working with UK colleagues and teams.

- *'What would you do if...?'* Applying best-practice to real-life cross-cultural communication challenges.
- Bringing it all together – action-planning to transfer cross-cultural skills to the work environment.

Workshop Methodology and Approach

The workshop is interactive and discussion-based throughout.

Delivery methods include presentations, facilitated discussions, a self-assessment activity, short case studies, interactive exercises, and an action-planning activity.

Outcomes

Delegates will leave the workshop with:

- Improved awareness of culture, business culture, and communication styles in the UK
- Understanding of their own work and communication styles and how these may be perceived by colleagues from different cultural backgrounds.
- A framework, strategies, techniques and best practices to communicate and work more effectively across cultural barriers in global and virtual teams.