Global Business Communication and Cultural Etiquette Training Course



09 - 13 Nov 2026

Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

In today's interconnected global marketplace, the ability to communicate effectively across cultural boundaries is no longer a soft skill but a critical business imperative. Misunderstandings rooted in cultural differences can lead to failed negotiations, strained relationships, and significant financial losses. This comprehensive training course is meticulously designed to equip professionals with the essential knowledge and practical skills to navigate the complexities of international business with confidence and finesse. Drawing upon foundational frameworks from pioneers like Geert Hofstede, whose work on cultural dimensions theory revolutionized our understanding of workplace culture, this program goes beyond simple etiquette rules. Participants will delve into the core values and communication patterns that shape business practices worldwide. As detailed in Erin Meyer's influential book, "The Culture Map," this course provides a systematic approach to decoding cultural nuances. BIG BEN Training Center offers a transformative learning experience, empowering you to build stronger international partnerships, lead diverse teams effectively, and seize global opportunities by mastering the art of intercultural competence.

Target Audience / This training course is suitable for:

- Executives and Senior Managers with global responsibilities.
- International Sales and Marketing Professionals.
- Human Resources and Talent Management Specialists.
- Project Managers leading multicultural teams.
- Procurement and Supply Chain Managers.
- Public Relations and Corporate Communications Staff.
- Expatriates and employees on international assignments.
- Anyone seeking to enhance their global business acumen.

Target Sectors and Industries:

- Multinational Corporations across all sectors.
- Technology and Information Technology Services.
- Banking, Finance, and Insurance.
- Consulting and Professional Services.
- Logistics, Shipping, and International Trade.
- Oil, Gas, and Energy.
- Pharmaceuticals and Healthcare.
- Governmental bodies and non-governmental organizations (NGOs).
- Hospitality and International Tourism.
- Manufacturing and Engineering.

Target Organizations Departments:

- International Sales and Business Development.
- Human Resources and Global Mobility.
- Executive Leadership and C-Suite.
- Marketing and Communications.
- Project Management Office (PMO).
- Procurement and Global Sourcing.
- Customer Service and Support.
- Legal and Compliance Departments.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a high level of cultural intelligence (CQ) and self-awareness.
- Analyze and adapt to different verbal and non-verbal communication styles.
- Apply appropriate business etiquette for meetings, greetings, and dining in various cultures.
- Navigate the complexities of high-context and low-context communication patterns.
- Build trust and rapport effectively with international colleagues and clients.
- Lead and motivate multicultural teams to achieve peak performance.
- Develop effective strategies for international negotiations and conflict resolution.
- Craft compelling presentations for culturally diverse audiences.
- Understand the impact of cultural values on decision-making and business strategy.
- Create a personal action plan for continuous development of a global mindset.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and participant-centered, ensuring that learning is both engaging and directly applicable to real-world business challenges. We move beyond traditional lectures to create a dynamic environment where participants actively construct their understanding of intercultural competence. The program heavily utilizes case studies of real international business encounters, allowing for in-depth analysis and discussion of successful strategies and common pitfalls. Role-playing exercises and business simulations provide a safe space to practice new skills, from negotiating a contract with a new cultural counterpart to providing feedback to a member of a diverse team. Facilitated group discussions encourage the sharing of personal experiences and peer-to-peer learning. Participants will receive constructive feedback from the instructor and peers to refine their approach. The course integrates self-assessment tools to help individuals understand their own cultural predispositions and develop a personalized action plan for enhancing their global mindset and communication effectiveness.

Course Agenda (Course Units):

Unit One: Foundations of Cross-Cultural Competence

- The imperative of cultural intelligence (CQ) in modern business.
- Defining culture and understanding its layers (values, beliefs, behaviors).
- Exploring key cultural models: Hofstede's Cultural Dimensions Theory.
- Introduction to Erin Meyer's "The Culture Map" framework.
- Differentiating between high-context and low-context cultures.
- Self-assessment of personal cultural profile and biases.
- The impact of culture on corporate and organizational structures.

Unit Two: Mastering Intercultural Communication

- Decoding verbal communication styles: direct vs. indirect.
- Analyzing non-verbal cues: gestures, eye contact, and personal space.
- The role of silence in different cultural contexts.
- Strategies for active listening across cultural divides.
- Adapting your language for clarity and impact with non-native speakers.
- Navigating virtual communication with global teams.
- Best practices for effective cross-cultural email and written correspondence.

Unit Three: Global Business Etiquette and Protocol

- Protocols for international business meetings and greetings.
- Understanding concepts of time: monochronic vs. polychronic cultures.
- Global dining etiquette and hosting international clients.
- The art and science of international gift-giving protocols.
- Appropriate business attire and professional image across regions.
- Building rapport and establishing credibility in new cultural settings.
- Navigating social customs and taboos in key global markets.

Unit Four: Leading and Negotiating Across Cultures

- Leadership styles and expectations in different cultures.
- Strategies for motivating and managing multicultural teams.
- Providing effective feedback across cultural barriers.
- Cross-cultural negotiation strategies and tactics.
- Understanding different approaches to decision-making and consensus-building.
- Techniques for resolving intercultural conflicts and misunderstandings.
- Building and maintaining trust in global virtual teams.

Unit Five: Developing a Sustainable Global Mindset

- Integrating cultural intelligence into your personal leadership style.
- Strategies for successful expatriate assignments and global mobility.
- Fostering an inclusive and culturally sensitive organizational culture.
- Anticipating and adapting to future trends in global business.
- Developing a personal action plan for ongoing cultural learning.
- Case study analysis: successes and failures in global business expansion.
- Final simulation: applying all learned skills in a complex business scenario.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As AI-driven translation tools become more sophisticated, will the need for human cultural intelligence diminish or evolve into something new?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond a superficial list of cultural do's and don'ts to cultivate a deep and adaptable global mindset. While many programs focus on memorizing etiquette rules, our curriculum is built on developing a core competency in cultural intelligence (CQ), enabling participants to analyze and adapt to any new cultural context they may encounter, not just the ones covered in a textbook. We emphasize the "why" behind cultural behaviors, using established academic frameworks from thought leaders like Geert Hofstede and Erin Meyer to provide a robust analytical toolkit. The methodology is intensely practical, prioritizing simulations, real-world case studies, and peer-to-peer problem-solving over passive lectures. Participants don't just learn about cultural differences; they practice navigating them in realistic business scenarios. The ultimate goal is not to create experts on specific countries, but to develop agile, culturally aware professionals who can build trust, influence, and drive results in any international setting, fostering genuine connection and sustainable business success.