Cross-Cultural Communication and Diversity Management Training Course



28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #IS9195_288603

Course Introduction / Overview:

In today's interconnected global economy, the ability to communicate effectively across cultural boundaries and manage a diverse workforce is no longer a soft skill but a critical business imperative. This course provides a comprehensive framework for understanding and navigating the complexities of intercultural interactions and fostering an inclusive workplace environment. Drawing on foundational research from pioneers like Geert Hofstede and contemporary insights from experts such as Erin Meyer, author of "The Culture Map," participants will explore the profound impact of cultural dimensions on communication styles, business etiquette, and team dynamics. This program moves beyond theoretical knowledge to equip professionals with practical strategies for enhancing their cultural intelligence (CQ), mitigating unconscious bias, and leading diverse teams to achieve higher levels of innovation and performance. BIG BEN Training Center has designed this immersive experience to empower participants to build bridges, resolve conflicts, and cultivate a culture of belonging, ultimately driving organizational success in a multicultural world.

Target Audience / This training course is suitable for:

- Managers and Team Leaders.
- Human Resources Professionals.
- Project Managers working with global teams.
- Sales and Marketing Professionals with international clients.
- Executives and Senior Leadership.
- Diversity and Inclusion Specialists.
- Anyone seeking to improve their intercultural competence.

Target Sectors and Industries:

- Technology and Information Technology.
- Finance and Banking.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Manufacturing and Engineering.
- Hospitality and Tourism.
- Governmental and Non-Profit Organizations.
- Education and Academia.

Target Organizations Departments:

- Human Resources and Talent Management.
- International Operations and Global Strategy.
- Sales, Marketing, and Customer Relations.
- Project Management Office (PMO).
- Executive Leadership and C-Suite.
- Research and Development.
- Legal and Compliance.

Course Offerings:

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

- Analyze and adapt to different cultural communication styles.
- Identify and mitigate the impact of unconscious bias in decision-making.
- Develop strategies for leading and motivating multicultural teams effectively.
- Apply cultural intelligence frameworks to enhance global business interactions.
- Foster a psychologically safe and inclusive workplace environment.
- Manage cross-cultural conflicts with sensitivity and skill.
- Implement best practices for diversity and inclusion within their organization.
- Enhance personal and organizational cultural competence.

Course Methodology:

The training methodology employed by BIG BEN Training Center is designed to be highly interactive, practical, and participant-centered. We believe that mastering cross-cultural communication and diversity management requires more than passive learning; it demands active engagement and real-world application. The course utilizes a blended learning approach that includes expert-led presentations, dynamic group discussions, and in-depth analysis of relevant case studies from various global industries. Participants will engage in role-playing scenarios that simulate common intercultural challenges, allowing them to practice new skills in a supportive and constructive environment. Collaborative workshops and team-based problem-solving activities will encourage peer-to-peer learning and the sharing of diverse perspectives. Continuous feedback from the facilitator and peers is a core component, ensuring that participants can refine their understanding and application of the concepts. This hands-on approach guarantees that attendees leave not just with knowledge, but with the confidence and tools to implement positive change in their workplaces.

Course Agenda (Course Units):

Unit One: Foundations of Culture and Communication

- Defining culture and its impact on the workplace.
- Exploring key cultural dimensions theory from Geert Hofstede.
- Understanding high-context versus low-context communication styles.
- The role of cultural values in business practices.
- Introduction to Diversity, Equity, and Inclusion (DEI).
- The business case for a diverse and inclusive workforce.
- Self-assessment of personal cultural awareness.

Unit Two: Navigating Intercultural Communication

- Verbal and non-verbal communication across cultures.
- Decoding body language, gestures, and etiquette.
- Strategies for active listening in a multicultural context.
- Applying Erin Meyer's "The Culture Map" framework.
- Managing direct versus indirect feedback and criticism.
- Building trust and rapport with international colleagues.
- Overcoming language barriers and using clear communication.

Unit Three: Unconscious Bias and Inclusive Mindsets

- Understanding the science of unconscious bias and stereotypes.
- Identifying common types of bias in the workplace.
- Techniques for mitigating bias in recruitment, promotion, and performance reviews.
- Recognizing and addressing microaggressions.
- Developing empathy and cultural sensitivity.
- The concept of privilege and its role in workplace dynamics.
- Moving from awareness to action in personal and team interactions.

Unit Four: Leading and Managing Diverse Teams

- Fostering psychological safety in multicultural teams.
- Leadership styles for an inclusive environment.
- Strategies for effective cross-cultural team meetings.
- Resolving conflicts that arise from cultural differences.
- Leveraging diversity for enhanced innovation and problem-solving.
- Promoting allyship and supportive team behaviors.
- Providing equitable opportunities for development and growth.

Unit Five: Strategic Diversity Management and Global Mindset

- Developing a comprehensive organizational DEI strategy.
- Setting measurable goals and key performance indicators for DEI initiatives.
- Legal and ethical considerations in diversity management.
- Cultivating a global mindset for international business success.
- Best practices for creating inclusive policies and procedures.
- Sustaining an inclusive culture through continuous improvement.
- Final project. creating a personal action plan for implementation.

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:

In an increasingly virtual and globalized workplace, how can organizations authentically foster a sense of belonging that transcends geographical and cultural boundaries?

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

This course distinguishes itself by moving beyond purely theoretical frameworks to focus on practical application and strategic implementation. While many programs introduce cultural models, our curriculum is built around translating that knowledge into actionable leadership behaviors and organizational strategies. We emphasize the development of cultural intelligence (CQ) not as an academic concept, but as a core competency applied through realistic case studies, complex role-playing scenarios, and peer-to-peer problem-solving clinics. The program uniquely integrates the "communication" and "management" aspects, ensuring participants learn not only how to interact effectively across cultures but also how to design and lead inclusive systems, processes, and teams. Rather than just identifying problems like unconscious bias, we provide a robust toolkit of mitigation techniques for critical business functions like hiring and performance management. The focus is on creating sustainable change, equipping participants with the skills to champion diversity and inclusion initiatives, measure their impact, and cultivate a genuine culture of belonging long after the course concludes.