# Cultural Intelligence for Global Business Success Training Course

07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #PS4346_258291

## Course Introduction / Overview:

In today's interconnected global marketplace, technical skills and business acumen are no longer sufficient for sustainable success. The critical differentiator is now Cultural Intelligence (CQ), the ability to function effectively across diverse cultural contexts. This course is meticulously designed to move beyond simple etiquette rules, providing a deep and practical understanding of the cultural dynamics that shape international business interactions. Drawing on seminal frameworks from leading academics like Erin Meyer, author of "The Culture Map", participants will learn to decode cultural nuances in communication, leadership, and negotiation. This program equips professionals with the strategic mindset and behavioral flexibility required to build trust, avoid costly misunderstandings, and leverage cultural diversity as a competitive advantage. BIG BEN Training Center has developed this immersive experience to transform participants from culturally aware individuals into culturally effective global leaders, capable of navigating complex international environments with confidence and sophistication. This is not just a course on what to do; it is a comprehensive training on how to think, adapt, and thrive in any cross-cultural business setting.

## Target Audience / This training course is suitable for:

- Executives and Senior Leaders with global responsibilities.
- International Sales and Marketing Professionals.
- Human Resources Managers and Talent Acquisition Specialists.
- Global Project Managers and Team Leaders.
- Expatriate employees and their families preparing for assignments.
- Procurement and Supply Chain Managers dealing with international suppliers.
- Diplomats and government officials.
- Consultants working with multinational clients.
- Anyone aspiring to a career in international business.

## Target Sectors and Industries:

- Technology and Information Services.
- Banking, Finance, and Insurance.
- Oil, Gas, and Energy.
- International Consulting and Professional Services.
- Manufacturing and Engineering.
- Logistics and Global Supply Chain Management.
- Pharmaceuticals and Healthcare.
- Hospitality and Tourism.
- Governmental bodies, non-governmental organizations, and diplomatic missions.
- Telecommunications.

## Target Organizations Departments:

- Executive Leadership and C-Suite.
- International Sales and Business Development.
- Human Resources and Global Mobility.
- Marketing and Communications.
- Project Management Office (PMO).
- Legal and Compliance.
- Procurement and Sourcing.
- Customer Service and Support.
- Research and Development (R&D) with global teams.

## Course Offerings:

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

- Develop a high level of Cultural Intelligence (CQ) for effective global engagement.
- Analyze and navigate different communication styles, from high-context to low-context.
- Apply frameworks like Hofstede's Cultural Dimensions to real-world business scenarios.
- Master the nuances of international business etiquette, including greetings, gift-giving, and dining.
- Lead and motivate multicultural teams with greater effectiveness and sensitivity.
- Adapt negotiation strategies to suit different cultural approaches and achieve better outcomes.
- Build trust and rapport quickly with international clients, partners, and colleagues.
- Manage and resolve cross-cultural conflicts constructively.
- Enhance personal and organizational strategies for successful global assignments.
- Cultivate a genuine global mindset that fosters innovation and collaboration.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement, retention, and practical application. This course employs a blended learning approach that combines expert-led instruction with highly interactive and experiential activities. Participants will move beyond theory through the extensive use of real-world case studies, analyzing both successes and failures in international business ventures to extract actionable lessons. A significant portion of the training is dedicated to dynamic role-playing simulations, allowing participants to practice negotiation, feedback delivery, and conflict resolution in a safe and controlled environment. Facilitated group discussions and brainstorming sessions encourage peer-to-peer learning and the sharing of diverse experiences. Self-assessment tools will be utilized to help participants understand their own cultural predispositions and identify areas for development. The facilitator will provide continuous, constructive feedback throughout the sessions, ensuring that learning is personalized and impactful. This hands-on, participant-centered approach ensures that attendees leave not just with knowledge, but with the confidence and skills to apply their cultural intelligence immediately in their professional roles.

# Course Agenda (Course Units):

## Unit One: Foundations of Cultural Intelligence (CQ)

- Defining culture and its impact on business.
- Introduction to Cultural Intelligence (CQ): Drive, Knowledge, Strategy, and Action.
- Moving beyond stereotypes: Developing cultural generalizations.
- Understanding your own cultural lens and biases.
- Core frameworks: An introduction to Hofstede’s Cultural Dimensions.
- Exploring the concepts of individualism vs. collectivism in the workplace.
- Analyzing power distance and its effect on management styles.

## Unit Two: Mastering Cross-Cultural Communication

- Verbal and non-verbal communication across cultures.
- High-context vs. low-context communication styles.
- The art of giving and receiving feedback in different cultures.
- Decoding silence, humor, and emotional expression.
- Navigating direct vs. indirect communication patterns.
- Strategies for effective virtual communication with global teams.
- Applying Erin Meyer's "The Culture Map" for communication analysis.

## Unit Three: Global Business Etiquette and Protocol

- Mastering international greetings and introductions.
- The protocol of business card exchange in key global markets.
- Navigating gift-giving customs and traditions.
- Understanding appropriate business attire across regions.
- International dining etiquette and hosting protocols.
- Building rapport and making small talk in a cross-cultural context.
- Managing time perception: Monochronic vs. polychronic cultures.

### Unit Four: Leading and Negotiating Across Cultures

- Adapting leadership styles for multicultural teams.
- Building trust and credibility in different cultural settings.
- Understanding diverse decision-making processes.
- Cross-cultural negotiation strategies and tactics.
- Identifying and managing culturally-based conflicts.
- Motivating team members from various cultural backgrounds.
- Case studies in successful global leadership and negotiation.

### Unit Five: Developing a Sustainable Global Mindset

- Strategies for successful expatriate assignments and repatriation.
- Best practices for managing virtual and hybrid global teams.
- Building a personal action plan for continuous CQ development.
- Fostering an inclusive and culturally intelligent organizational culture.
- Final capstone simulation: Integrating all concepts in a complex business scenario.
- Leveraging cultural diversity as a strategic advantage.
- Future trends in global business and cultural dynamics.

## 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 digital world where interactions are often mediated by technology, how does the fundamental human skill of reading non-verbal cues and understanding unspoken context retain its value in building global business relationships?

## 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, strategic capability in Cultural Intelligence (CQ). While many programs focus on etiquette, our curriculum is built on robust academic frameworks from thought leaders like Hofstede and Meyer, providing participants with analytical tools to decode any cultural situation, not just pre-scripted ones. The emphasis is on developing a "global mindset" a cognitive flexibility that allows leaders to adapt their strategies and behaviors in real-time. A key differentiator is our heavy reliance on immersive, scenario-based learning. Participants don't just listen; they actively engage in complex simulations that mirror the challenges they face in their professional lives, from negotiating a joint venture with a high-context partner to managing a conflict within a multicultural team. This practical, hands-on approach, guided by expert facilitators from BIG BEN Training Center, ensures that learning is not merely theoretical but is immediately transferable to the workplace, providing a tangible return on investment by reducing cross-cultural friction and unlocking new global opportunities.