



Cultural Awareness

Our conditioning and cultural backgrounds influence our thoughts, beliefs, attitudes and behaviours. We tend to see the world through our own limited cultural experiences. This perspective is short-sighted as we now operate in a more culturally diverse society.

Culture is often misunderstood. It is not merely different ethnicities, but in fact is much wider. Consider different age groups, different religious beliefs, sexual preferences, indigenous cultures and more.

Organisations now realise that their internal and external customers hail from multiple diverse cultures. The pursuit of cultural awareness can be haphazard and token unless there is sufficient organisational capability.

Building the organisation's cultural awareness capability is crucial to ensure that opportunities for growth, competitive advantage and talent are not missed.

BUILDING THE ORGANISATION'S CULTURAL AWARENESS CAPABILITY IS CRUCIAL

Designed by a team of organisational psychologists, change managers and cross cultural experts this course will help springboard your cultural ambitions. The course is a wakeup call to participants that culturally diversity is everywhere.

The tide of cultural change has never been bigger and it will continue to grow.

KEY LEARNING OUTCOMES

At the conclusion of this course participants will be able to

- Define cultural awareness
- Build cultural knowledge
- Calibrate your cultural intelligence levels
- Reflect on the role of conditioning on your cultural beliefs
- Identify individual and organisational cultural awareness capability
- Evaluate the benefits of organisational cultural awareness
- Develop strategies for improving cultural awareness
- Eliminate and withhold assumptions regarding culture
- Challenge cultural stereotypes
- Implement cultural knowledge

“the single greatest barrier to business success is the one erected by culture.”

— **Edward T. Hall and Mildred Reed Hall**

NUTS AND BOLTS

This program can be facilitated at your office.

Guidelines

- **Group Size:** An ideal group size is 6–10 participants.
- **Venue:** For your convenience, you can choose to conduct this program at your offices. Alternatively, we can provide a venue at a small additional cost.
- **Duration:** This course can be tailored to meet your timeframes
- **Cost:** Upon request.

- **Target Audience:** Managers, Team Leaders, Supervisors & Staff

Look at what you receive within 24 hours at no cost:

- a program outline
- a bio of a proposed facilitator
- program cost
- possible dates (if requested)

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