

CROSS CULTURE ADAPTATION SKILL

DATE: 29-30 July / 26-27 November 2025
10-11 February 2026
FEE: RM 1,400

DURATION: 2 Days
HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

In today's globally interconnected world, the ability to navigate and communicate across cultures is essential for success in both personal and professional contexts. This course is designed to help individuals develop a deep understanding of cultural differences and enhance their ability to communicate effectively with people from diverse backgrounds. Participants will explore key concepts of cultural identity, intercultural sensitivity, and cultural intelligence (CQ), and learn practical strategies for adapting to different cultural environments. From improving communication skills to understanding how culture influences business negotiations, this course provides the tools necessary to build strong, cross-cultural relationships and thrive in a multicultural world.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Identify unique characteristics of their own culture for comparison with others.
- Differentiate between stereotyping and generalizing when working with people from different cultures.
- Identify characteristics of high-context and low-context cultures.
- Understand the important relationship between language and culture and explain how each affects the other.
- Develop awareness of intercultural sensitivity as a foundation for intercultural adaptation.
- Learn strategies for getting to know and communicate with individuals from other cultures.
- Understand and apply the four-stage map for developing CQ Drive, CQ Knowledge, CQ Strategy, and CQ Action.

METHODOLOGY

- Needs assessment-based materials
- Simulation
- Role-play
- Hands-on activities
- Case Study
- Group work and Discussion
- Self-Evaluation

WHO SHOULD ATTEND

- Mid/Senior Level Manager
- First Level Manager
- Executive/ Supervisory

FACILITATOR

John J. Hagedorn

He designs and presents professional development seminars in business communications and management training for the corporate and academic communities of the Asia-Pacific region. He has presented programmes in fifteen countries to more than 10,000 participants over the past 15 years. Clients who have benefited from his services include Citibank, Motorola Technology, Thai Airways International, Siemens, and the Kuala Lumpur Stock Exchange. He is certified by the American Management Association. In addition to publishing articles in professional journals, John writes workbooks for English language courses and is presently compiling a guidebook on business communications for Southeast Asia.

PROGRAM CONTENT

Module 1

Introduction – What is Culture?

- Specifying characteristics of your own cultural identity.
- Improving communication and using fundamental cross-cultural skills.

Module 2

Exploring Cultural Differences

- Measuring four different levels of culture using “The Culture Iceberg”.
- Identifying universal characteristics observable in any culture

Module 3

Measuring Cultural Characteristics

- Measuring your own cultural characteristics using Geert Hofstede’s five dimensions of national culture.
- Comparing cultures and planning strategies for adaptation.

Module 4

Adapting to Different Cultures

- Assessing your cultural knowledge.
- Analyzing the cross-cultural adaptation process

Module 5

Cultural Patterns in Reasoning & Writing

- Discussing how culture affects the way people think and reason.
- Using direct or indirect approaches in business writing for either *high context* or *low context* cultures.

Module 6

How Culture Affects Business Negotiations

- Examining the impact of cultural differences on the Daimler-Chrysler Merger (Case Study).
- Negotiating cross-culturally following Graham & Harberger’s four stages of negotiations.

Module 7

Developing Cultural Intelligence

- Resolving *unconscious bias*
- Developing four cultural intelligence capabilities

Module 8

Developing Cultural Intelligence: Next Steps

- Assessing yourself in the four capabilities
- Developing an action plan for improvement

PROGRAM SCHEDULE

Day 1

9:00am - 10:30am : Module 1
10:30am - 10:45am : Coffee Break
10:45am - 1:00pm : Module 2
1:00pm - 2:00pm : Lunch
2:00pm - 3:30pm : Module 3
3:30pm - 3:45pm : Coffee Break
3:45pm - 5:30pm : Module 4
End of the day

Day 2

9:00am - 10:30am : Module 5
10:30am - 10:45am : Coffee Break
10:45am - 1:00pm : Module 6
1:00pm - 2:00pm : Lunch
2:00pm - 3:30pm : Module 7
3:30pm - 3:45pm : Coffee Break
3:45pm - 5:30pm : Module 8
End of the day

