

International Communications

# MASTERCLASS 08



**Flummoxed in France? Mystified in Mexico?  
Overseas profits not what they should be?**



**Unwrap the secrets to creating a great  
impression overseas at the 2008  
International Communications Masterclass**

**Friday May 16 2008**

Park Inn, 296 Mansfield Road, Nottingham, NG5 2BT



**INTERCULTURAL ACTIVITY  
RLN MASTERCLASS  
May 16<sup>th</sup> 2008**

**Rob Williams**

**Lead Consultant (Latin America)**

**International House Cultural  
Training**

# Programme



- **Conversation activity**
- **Communication matrix**
- **Europe at work**

# International House



- **Educational charity founded in 1953**
- **One of the biggest language and cultural training organisations in the world**
- **148 centres in 50 countries**
- **Specialises in English language, modern language training, cultural training and teacher training**
- **Run the Business Cultural Trainers Certificate (bi-monthly three day intensive)**

# Conversation activity

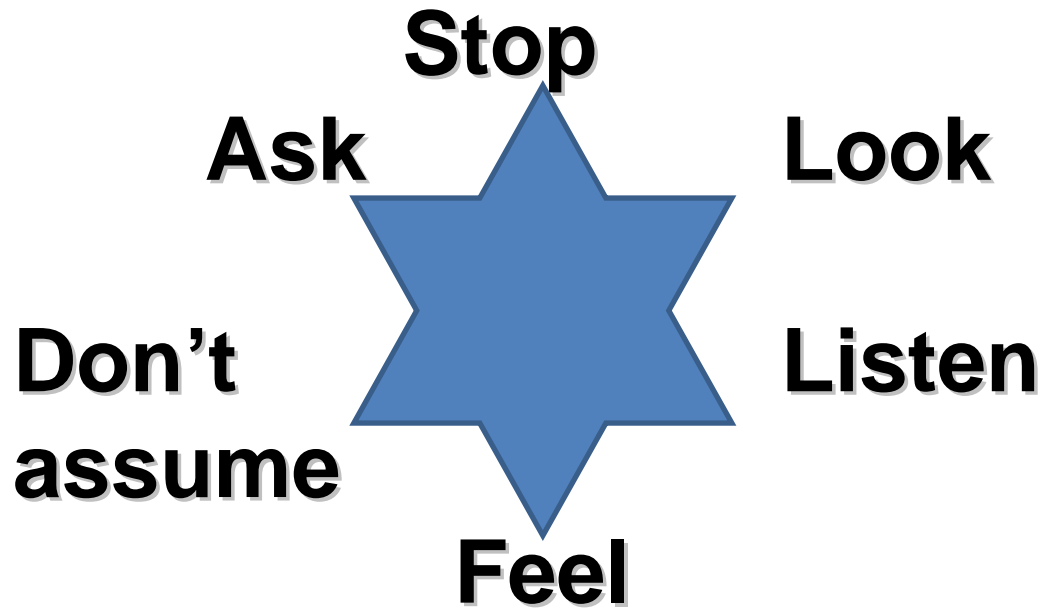


- **Follow instructions**
- **Debrief**

# CONCLUSIONS



**You need to take into account cultural considerations as well as task considerations.**



# The Communication Matrix



**Are you....?**

**1 Direct**

**2 Indirect?**

**3 High context 4 Low context?**

**5 Concise**

**6 Expressive?**

**7 Formal**

**8 Informal?**

**9 Neutral**

**10 Emotional?**

**11 fast paced 12 Slow and measured?**

***WHAT IS YOUR STYLE? WHAT IS YOUR STRATEGY?***

# EUROPE AT WORK



- **How to integrate migrant workers into host country firms.**
- **A Leonardo EU ten country project.**
- **A 14 unit DVD of critical incident scenarios**
- **A 14 unit manual for training room use**
- **A 14 unit web based self-study programme in nine languages.**
- **No conclusions. Participants watch video, discuss the situation and come to own conclusions.**
- **Advice on best practice and transfer activities in the manual.**
- **[www.eiworkplace.net](http://www.eiworkplace.net)**

# Thank you.



*For more information:*

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**[www.ihlondon.com/culture](http://www.ihlondon.com/culture)**

**[www.worldbusinesscultures.com](http://www.worldbusinesscultures.com)**

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