

# Summer Institute for Intercultural Communication

Portland – Oregon – USA



**Session II B, July 17-19, 2017**

## 21. Cross-Cultural Training in International Corporations

This workshop is an intensive, highly interactive, hands-on introduction to becoming an effective intercultural trainer in corporations today. You will experience and discuss corporate clients' expectations, accurate needs assessment, creative program designs, engaging training methods, illuminating evaluation, successful marketing strategies, convincing proposals, and professional standards of ethics. Having participated in this workshop, each of you will be more competent and more confident in designing and delivering excellent training programs of outstanding value.

**Designed for:** In-house trainers and managers responsible for training, as well as external trainers who conduct (or would like to conduct) cross-cultural programs for corporations.

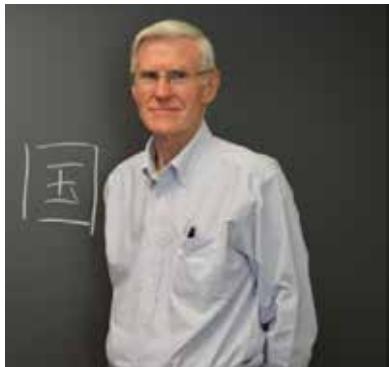
### Workshop Objectives

This workshop provides a specially created opportunity for each participant to do the following:

1. **Learn from:** Their own experience (*Reflection*)  
Each other's experience (*Collaboration*)  
New, carefully structured experience (*Experimentation*)  
Practicing new learning (*Application*) (Anchoring new learning)
2. **Develop** exceptional competence, confidence, and credibility in designing and delivering effective cross-cultural training
3. **Contribute** significantly to individuals and organizations needing intercultural capability

### Learning Activities

- Introductions through one-on-one sequential dialogues
- Faculty presentations: (concise, thought-provoking, illustrated, with real-life examples)
- Simulation and evaluation of an actual training program conducted in a corporation
- Frequent small group discussions on topics of special concern
- Training in contrasting cultures (drawing on your own cultural insights through sequential dialogues)
- Open discussion with George every day
- Reflection on significant learning at the close of each day
- Action planning for your further professional development



**Dr. George Renwick**, a founding faculty member of the Summer Institute, is president of Renwick and Associates, an international consulting firm. He was a visiting professor at the Thunderbird School of Global Management, where for 12 years he taught the intensive course on intercultural communication for international managers. With his corporate clients, George has been responsible for training programs on cultural awareness, pre-departure preparation, in-country orientation, technology transfer, re-entry, training of trainers, multicultural team building, supervision, negotiation, and international executive development. He has conducted these programs for corporations in many countries, including Saudi Arabia, Chile, Korea, Sweden, India, and China. As the director of the State-of-the-Art Study for SIETAR International, he analyzed hundreds of cross-cultural training programs that have been conducted in 72 countries.

For more information, please visit [www.intercultural.org/siic.html](http://www.intercultural.org/siic.html)  
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