

Productive Business Relationships Across Culture & Distance



Productive Business Relationships Across Culture & Distance is a 2-day workshop developed for the Strategic Account Management Association. It asserts that the key to building such relationships is found at the intersection of three practice-oriented disciplines: Social Capital, Emotional Competence, and Intercultural Communication. This workshop develops the fresh insight that, with Emotional Competence, Daniel Goleman and his collaborators made a fine contribution to *monocultural* business success. Their work can be made applicable for building successful business relationships *worldwide*.

Learning / Performance Objectives

Those who participate wholeheartedly in "Productive Business Relationships..." will:

- ◆ Learn how to build TRUST among business counterparts separated by culture and/or distance.
- ◆ Recognize how physical distance, absence of face-to-face interaction, and cross-cultural differences work to undermine trust and thwart shared understandings.
- ◆ Identify factors that make heavy e-communication use capable of reducing business counterparts' willingness to respond cooperatively, and specific action steps to overcome these factors.
- ◆ Apply the *GLOBE Cross-Cultural Dimensions* to analyze business-related value differences, and explore behaviors for strengthening social capital with customers and clients worldwide.
- ◆ Develop action steps to improve own *Worldwide Emotional Competence* and capacity for TRUST.

Course Outline

Section I. Building Productive Business Relationships Across DISTANCE

- ◆ The Meaning of "Social Capital"; Why It Requires Figuring Others Out
- ◆ Communication Modes; *Social Presence & Information Richness* as Communication Factors
- ◆ Heavy E-Communication as a Stealth Factor Undermining Relationships Across Distance
- ◆ Building a Unique *E-Communication Protocol* for Your Own Team, Unit, or Company

Section II. Building Productive Business Relationships Across CULTURES

- ◆ The Meaning of "Culture" and Its Role in Global Business
 - Values and Value-Differences as the Key Factors in Culture
 - Introducing Culture in Business: the *Randömia Balloon Factory* Simulation
 - Practice Using Dilemmas: Your Tool for Diagnosing / Resolving Value Differences
- ◆ Building Your *Worldwide Emotional Competence* for Global Success
 - Goleman's Classic Emotional Competence Framework, Enhanced
 - The "Recognition" (Upper) Portion of the Framework
 - Adding "Own Culture Awareness" and "Other Culture Awareness" as New Factors
 - Revisiting Goleman's "Self-Confidence" and "Empathy" Factors
 - The "Regulation" (Lower) Portion of the Framework
 - Adding "Nonjudgmentalness" and "Respect" as a New Factors
 - Revisiting Goleman's "Adaptability" and "Communication" Factors

Section III: Bringing it All Together to Build TRUST Across Culture & Distance

Customization Options

This carefully crafted, standard workshop retains flexibility to adjust to client firm needs. If preparation for a specific culture (e.g., China) is needed, a second trainer will be required.

Inquiries to...

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