



# دورة تدريبية لإتقان الكفاءات الثقافية والتواصل عبر الثقافات



**AGILE LEADERS**  
Training Center

20 - 24 Apr 2027  
كوالالمبور



## دورة تدريبية لإتقان الكفاءات الثقافية والتواصل عبر الثقافات

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### Course Overview:

The course is designed to equip business professionals with the skills and knowledge necessary to excel in a globalized market. This complete course delves into the nuances of intercultural communication, emphasizing the importance of cultural competence in business. Participants will explore cross-cultural communication strategies, understand the factors influencing cross-cultural business interactions, and learn effective techniques for managing language differences in business settings. By examining social structures, historical contexts, and environmental influences on communication, this course aims to enhance participants' abilities to navigate international business communication challenges.

### Target Audience:

- Business Executives
- International Business Managers
- HR Professionals
- Marketing and Sales Managers
- Project Managers
- Customer Service Representatives
- Professionals involved in global trade and international relations

### Targeted Organizational Departments:

- Human Resources
- International Sales and Marketing
- Customer Service
- Corporate Communications
- Project Management
- Training and Development
- Global Operations

## Targeted Industries:

- International Trade and Export
- Multinational Corporations
- Hospitality and Tourism
- Education and Training
- Healthcare
- Technology
- Financial Services
- Non-Profit Organizations

## Course Offerings:

By the end of this course, participants will be able to:

- Master intercultural communication techniques for effective international business communication.
- Identify and navigate cross-cultural business factors influencing global interactions.
- Manage language differences and social structure impacts in business communication.
- Utilize non-verbal communication strategies in cross-cultural settings.
- Implement best practices for leading diversity, equity, and inclusion initiatives.
- Enhance conflict resolution skills in cross-cultural contexts.
- Develop complete cultural competence for business excellence.
- Apply Hofstede's and Trompenaars' cultural dimensions theories to real-world scenarios.
- Improve business relationships through understanding and respect for different cultures.

## Training Methodology:

This course employs a variety of interactive and engaging training methodologies to ensure a complete learning experience. Participants will engage in case studies, group work, role-playing exercises, and interactive sessions to simulate real-world cross-cultural communication scenarios. Feedback sessions will provide personalized insights, and practical workshops will focus on enhancing specific skills.

## Course Toolbox:

- Workbooks and training manuals
- Access to online resources and e-learning modules
- Case study materials
- Checklists and templates for cultural assessments
- Templates for effective cross-cultural communication

## Course Agenda:



## Day 1: Foundations of Intercultural Communication

- The Importance of Intercultural Communication in International Business Activities Topic 1: •
- Factors Influencing Cross-Cultural Business in International Business Topic 2: •
- Language Differences in Business Communication Topic 3: •
- Differences in Social Structure and History Topic 4: •
- Influence of Environment and Technology on Communication Topic 5: •
- Non-Verbal Communication in Business Topic 6: •
- Reflecting on the foundational concepts of intercultural communication and their Reflection & Review: •  
significance in international business.

## Day 2: Effective Cross-Cultural Communication Strategies

- Suggestions in Cross-Cultural Business Communication Topic 1: •
- Familiarizing Workforce with Language Communication Patterns of Different Countries Topic 2: •
- Respect and Tolerance in Cross-Cultural Business Topic 3: •
- Enhancing Conflict Resolution Ability in Cross-Cultural Settings Topic 4: •
- Improving Cultural Competence Topic 5: •
- Cultivating complete Quality of Intercultural Communication for Business Personnel Topic 6: •
- Reviewing effective strategies for cross-cultural communication and practical Reflection & Review: •  
applications in business.

## Day 3: Theoretical Frameworks and Practical Applications

- Hofstede's Cultural Dimensions Theory Topic 1: •
- Trompenaars Cultural Dimensions Topic 2: •
- Leading Diversity, Equity, and Inclusion Initiatives Topic 3: •
- Understanding Cultural Characteristics and Value Dimensions Topic 4: •
- Culture and Business Communication Topic 5: •
- Language, Culture, and Communication Topic 6: •
- Reflecting on theoretical frameworks and their practical implications in cross-cultural Reflection & Review: •  
settings.

## Day 4: Advanced Communication Techniques and Relationship Building

- Introduction in Cross-Cultural Conversations Topic 1: •
- Nonverbal Communication Techniques Topic 2: •
- Building Interpersonal Relationships in Different Cultures Topic 3: •
- Managing Cross-Cultural Conflict Topic 4: •
- Dealing with Culture Shock Topic 5: •
- Enhancing Cross-Cultural Communication Skills Topic 6: •
- Reviewing advanced communication techniques and strategies for building effective Reflection & Review: •  
cross-cultural relationships.

## Day 5: Practical Scenarios and Business Etiquette

- Practical Applications of Cross-Cultural Communication Skills Topic 1: •
- Case Studies in International Business Communication Topic 2: •
- Dining Etiquette and Table Manners in Different Cultures Topic 3: •
- Effective Communication in International Business Topic 4: •
- Training for Intercultural Business Personnel Topic 5: •
- Developing Long-Term Cultural Competence in Business Topic 6: •
- Reflecting on practical scenarios and business etiquette, preparing for real-world cross-cultural interactions. Reflection & Review: •

## How This Course is Different from Other Cultural Competency Courses:

The course stands out by providing a complete, hands-on approach to mastering the complexities of intercultural communication in a business context. Unlike other courses, this program integrates Hofstede's and Trompenaars' cultural dimensions theories with practical applications, ensuring participants can apply theoretical insights to real world scenarios. The course also emphasizes the development of complete intercultural communication skills, enhancing participants' ability to navigate cross-cultural business factors, manage language differences, and lead diversity, equity, and inclusion initiatives.



## فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السيبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



**AGILE LEADERS**  
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## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

## مدن التدريب



بورنو - البرتغال



برلين - ألمانيا



برشلونة - إسبانيا



براغ - جمهورية التشيك



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



زنجبار - تنزانيا



روما - إيطاليا



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



شهر الشيخ - مصر



سيول - كوريا الجنوبية



سنغافورة - سنغافورة



سان دييغو - الولايات المتحدة الأمريكية

## مدن التدريب



طوكيو - اليابان



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة الأمريكية



فيينا - النمسا



فرانكفورت - ألمانيا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



لشبونة - البرتغال



لانكاوي - ماليزيا



كاب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



مسقط - سلطنة عمان



مدريد - إسبانيا



ماربيا - إسبانيا



لندن - المملكة المتحدة

## مدن التدريب



نيروبي - كينيا



ميونخ - ألمانيا



ميلان - إيطاليا



مونترو - سويسرا



نيس - فرنسا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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