MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

CULTURAL AWARENESS FOR TODAY'S PROFESSIONAL

"Enhancing Global Competence and Communication in a Diverse Workplace."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today's globalized business environment, professionals interact daily with colleagues, clients, and partners from diverse cultural backgrounds. Misunderstandings caused by cultural differences can lead to reduced efficiency, strained relationships, and lost opportunities.

The Cultural Awareness for Today's Professional course equips participants with the mindset, knowledge, and skills to navigate cross-cultural environments with confidence and respect. It provides practical insights into cultural values, communication styles, and behavioral norms across different regions, helping professionals build trust, collaboration, and inclusion in multicultural teams.

Objectives

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

- Understand the concept and importance of cultural awareness in the workplace.
- Recognize how culture influences communication, behavior, and decision-making.
- Identify and overcome unconscious cultural biases.
- Adapt communication styles to suit multicultural contexts.
- Build stronger relationships with colleagues and clients from different cultures.
- Manage and resolve cross-cultural misunderstandings effectively.
- Develop inclusive approaches to teamwork and leadership.

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Why Attend

This course provides essential cultural intelligence for professionals working in global or multicultural environments. By developing cultural sensitivity and adaptability, participants will enhance their communication effectiveness, strengthen collaboration, and increase their global business success.

Target Audience

This course is designed for professionals at all levels who interact in multicultural or international settings, including:

- Managers and Team Leaders
- HR and Training Professionals
- Customer Service Representatives
- Sales and Marketing Teams
- International Business Executives
- Project Managers
- Anyone working in diverse or cross-border teams

Individual Benefits

- Enhance global communication and interpersonal skills.
- Increase confidence when working with international colleagues and clients.
- Reduce misunderstandings and conflicts arising from cultural differences.
- Gain awareness of personal biases and improve cultural adaptability.
- Strengthen leadership and teamwork in diverse settings.

Organizational Benefits

- Build a more inclusive and collaborative workplace culture.
- Improve international business relations and customer satisfaction.
- Enhance team performance in multicultural environments.
- Reduce miscommunication and conflict caused by cultural misunderstandings.
- Strengthen the organization’s global reputation and operational effectiveness.

Instructional Methodology

This program uses a highly interactive and practical learning approach that includes:

- Engaging presentations and guided discussions
- Case studies of multicultural business situations
- Group activities and role-playing exercises
- Cross-cultural communication simulations
- Self-assessment tools to measure cultural intelligence (CQ)
- Reflection and feedback sessions for personal development

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Course Outline

Module 1: Introduction to Culture and Its Impact on Professional Behavior

Module 2: Understanding Cultural Values and Dimensions (Hofstede & Trompenaars Models)

Module 3: Communication Styles Across Cultures – Direct vs. Indirect Communication

Module 4: Cross-Cultural Etiquette and Business Protocols

Module 5: Overcoming Unconscious Bias and Stereotypes

Module 6: Leading and Collaborating in Multicultural Teams

Module 7: Managing Cross-Cultural Conflicts and Misunderstandings

Module 8: Building Cultural Intelligence (CQ) for Global Success

Module 9: Real-World Case Studies from International Organizations

Module 10: Action Planning for Culturally Inclusive Work Practices

Certification

Upon successful completion, participants will be awarded a Certificate in Cultural Awareness for Today's Professional, recognizing their ability to communicate effectively, collaborate inclusively, and lead confidently in multicultural business environments.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

Follow us: **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.