



Overview:

"Despite popular beliefs to the contrary, the single greatest barrier to business success is the one erected by culture." - Edward T. Hall and Mildred Reed Hall, Hidden Differences.

It is imperative to take a non critical view of another culture in order to breakdown the perceptions, biases and popular beliefs. Sensitizing oneself to another culture holds the key to business success for today and the future, as has always been the case.

This courseware aims to fulfill these objectives and strives to provide an impartial, factual view of the American Culture. We believe this is important to ensure success in all cross cultural interactions thereby culminating in a successful, cohesive and mutually beneficial work & business environment.

Benefits for Participants:

After this training, one will be able to:

- Understand the American customer
- Understand what the American customer wants
- Be able to work collaboratively with Americans

Training Topics:

- Description about American History Events
- American Industry
- United Status (Culture)
 - Celebrations and Holidays
 - Education
 - People
 - Americanisms
 - American English Words & Colloquialisms
 - Description of American Holidays from an Immigrant's Perspective



- Understanding the American Customer
 - Concepts of Time
 - Paradigms of Thinking
 - Components of Culture
 - Orientation of Action
 - Process of Decision Making
 - Temporal Orientation
 - Work and Play
 - Motivation
 - Personal Relationships
 - Support Structure
 - Crossing gender & Class Boundaries
 - Equality
 - Proxemics – Personal Space
 - Informality
 - Co-operation
 - Eye-Contact
 - Humor
 - Need to be Liked
 - Religion
 - Self-Image
 - Physical Attributes
 - Aspects of Culture
 - Materialism
 - Instant Gratification
 - Success

Training Hours:

The Conflict Resolution Training program will be for 8 hours