

CULTURAL SENSITIVITY

S. No.	Module	Training Objective	Focus Areas	Method(s) of Instruction	Duration - Breakup	Total Duration
1	Welcome	To give participants an overview of the Training Program; allow participants to set ground rules during training and formulate collective		Instructor-led PowerPoint including open-ended questions for eliciting objectives	30 min.	30 min.
2	Cultural Awareness	To make participants connect better to their colleagues and customers in the US / UK by providing them an overview of the culture of the US / UK.	Cultural lifestyle Work environment Leisure, sport, and entertainment Political and educational system Financial system Geographical phraseology	Movie clips Role-plays Case study ILT	40 min. (movies) 30 min. (role-plays) 20 min. (case study) 90 min. (instruction)	180 min.
3	Cultural Differences	To enable participants embrace -- rather than resist -- the differences between the culture of India, and the culture of the US / UK, by inculcating a sense of empathy, flexibility, and creativity through cultural knowledge /	Concepts of Time Paradigms of thinking Decision-making processes Business relationships Communication General behavior	Role-plays Movie clips ILT	15 min. (role-plays) + 15 min. (movie clips) + 30 min. (instruction)	60 min.
4	Business-card Etiquette	To expose participants to some of the Do's and Don'ts while exchanging business cards with colleagues as well as customers in the US / UK; know usually who's introduced to whom; know how much to talk about during an introduction; and also know	Carrying business cards Exchanging business cards Receiving and storing business cards	Role-plays Movie clip ILT	15 min. (role-plays) + 10 min. (movie clip) + 15 min. (instruction)	40 min.
5	Telephone Etiquette	To enhance participants' confidence and professionalism while getting on calls or speaking over the phone with colleagues as well as customers in	Cellular-phone Etiquette Voice-mail etiquette Telephone etiquette -- one-on-one conversations	Role-plays ILT	45 min. (role-plays) + 30 min. (instruction)	75 min.
6	E-mail Etiquette	To enable participants write e-mails conforming to global business standards and convey a professional image on e-mails.	Opening and Closing Tone of messages Courtesy Usage of fonts	Video clips E-mail Exercise ILT	10 min. (video clips) + 20 min. (e-mail exercise) + 20 min. (instruction)	50 min.
7	Business-meeting Etiquette	To expose trainees to the nuts and bolts of conducting as well as taking part in highly effective team / client meetings.	Do's and Don'ts Conveying respect in a meeting Handling interruptions	Role-play ILT	30 min. (role-play) + 15 min. (instruction)	45 min.
8	Body Language and Gestures	To enable participants become aware of cultural differences in the use of body language; use body language in a way so as to show deference to people belonging to a different culture; and come across as being more "culturally sensitive" when carrying	Greeting Posture Personal Space Hand gestures Cross-positions	Role-play ILT	30 min. (role-play) + 10 min. (instruction)	40 min.