

Mastering influence techniques in a multicultural context

Target audience

Executives and managers who have to convince and influence in a multicultural context

Prerequisite

No prerequisite

Objectives

At the end of the training session, participants will have the tools to:

- Identify the drivers of influencing in different international contexts in order to develop an appropriate strategy
- Communicate with impact and convince others by developing key cultural skills

Added value

- Conducted by an expert consultant specialized in intercultural management
- Decryption of the Nomad' Profiler
- Alternating theory and practical exercises
- Access to Digital Learning for one year
- Sharing of best practices and individual action plan







Corporate Training Solutions

Duration: to define.

You wish to organise a specific training course ?
Contact us !

Public Courses Next available sessions

Duration: 14 hours

-  June 06 & 07, 2024, Paris
1610 €HT/pers.* Training session held in 
-  September 26 & 27, 2024, Paris
1610 €HT/pers.* Training session held in 
-  December 02 & 09, 2024, remote session
1490 €HT/pers. Training session held in 

* (Technical fees and lunch included)

PROGRAMME OUTLINE

DECODING PROFESSIONAL PRACTICES

- Measure the impact of culture on behavior
- Develop awareness of your own cultural background
- Mixed perceptions: overcoming stereotypes
- Understand the roots of cultures and value systems: impact of history, geography, religion, education
- Situate cultural differences on the cultural dimensions grid
- Analyze your own cultural profile

UNDERSTANDING INFLUENCE AND REFINING STRATEGIES

- Understand an influence model in 6 steps: presentation and application in the participants' context
- Understand the effects of the cultural profile on the decision-making process, how to establish credibility, build relationships, develop commitment and convince others
- Learn how to adapt individual approaches accordingly

CONVINCING AND COMMUNICATING POWERFULLY

- Identify cultural specificities to adapt communication styles
- Reconcile clarity of message and diplomacy
- Convincing a multicultural audience
- Identify the 3 levels of persuasion
- Integrate the needs of all the stakeholders

TAKE OWNERSHIP OF GOOD PRACTICES

- Develop key cultural competencies, Pull & Push: how to be flexible while remaining firm on goals and values
- Analyze strengths and areas for improvement
- Define best practices
- Create a tailor-made action plan