

Cross-Cultural Communication

Communicating with clarity across cultures

In the Cross-Cultural Communication Programme, you develop a clear understanding of how cultural differences influence communication, trust, feedback, and decision-making. You explore how your own cultural background shapes your behaviour and how this may be perceived by others in international or intercultural settings.

Through proven frameworks such as Erin Meyer's Culture Map and the Influence Model®, you learn to recognise what is happening beneath the surface of conversations; especially when intentions are misunderstood or collaboration feels difficult. By combining practical tools, real-life cases, and intensive practice with feedback, you develop the skills to adapt your communication in the moment with clarity, respect, and confidence.



Strengthen cross-cultural collaboration and communication within teams.

Working across cultures can be enriching - but also challenging. Differences in communication styles, expectations, and decision-making can easily lead to misunderstandings or tension. The Cross-Cultural Communication Programme helps you communicate more consciously and effectively in intercultural settings. You learn how to adapt your communication style without losing authenticity, build trust across cultural boundaries, and create stronger collaboration within multicultural teams and professional environments.

Why follow this training?

- You gain insight into your own cultural reference points and how they influence your communication and behaviour. This awareness helps you recognise potential blind spots and misunderstandings in intercultural interactions.
- You develop the ability to adapt your communication style to different cultural contexts, strengthening collaboration, trust, and professional relationships.
- You build a solid understanding of key cultural differences in communication and leadership, enabling you to work more effectively in multicultural and international settings.
- Practical strategies to address misunderstandings, resistance, and tension arising from cultural differences.
- Increased confidence in navigating complex intercultural conversations, including feedback, disagreement, and decision-making.

Who should follow this training?

The Cross-Cultural Communication Programme is designed for professionals who work in international or intercultural environments. Whether you collaborate with colleagues from different cultures, work in multicultural teams, or operate across borders, this programme helps you interpret behaviour more accurately and respond with clarity and confidence.

The training is suitable for professionals, team members, and leaders who want to strengthen communication, trust, and collaboration in knowledge-based, professional settings.

What are the results?

- The ability to adjust your communication and influence behaviour to fit different cultural preferences, leading to clearer and more effective conversations.

Programme details in short

Day 1: Culture & Communication Awareness

On Day 1, you explore the foundations of cross-cultural communication and reflect on your own communication style and cultural reference points. Using The Culture Map, you gain insight into differences in feedback, trust-building, disagreement, and intent across cultures.

Day 2: Communicating across cultures

Day 2 focuses on practical application. You work with the Influence Model® to develop flexible communication and influence behaviours for intercultural situations. Through cases, reflection, and practice, you learn how to remain clear, respectful, and effective across cultural boundaries.

Day 3: Navigating difficult intercultural conversations

On the final day, you practise handling complex and sensitive intercultural conversations. With the support of professional actors, you work on giving feedback, addressing tension, and discussing cultural discomfort in ways that build trust and connection: preparing you for real-world situations.

The Online Programme

This programme is also available in an online format. Group sessions are delivered live via a professional livestream setup from the TIC Studio.

You receive clear instructions in advance and participate interactively, allowing you to develop your cross-cultural communication skills without the need to travel.



House of influence Amsterdam

Follow this training in our own training facility!

Enrolment and information

Reach out to us for more information about the Cross-Cultural Communication programme via:

☎ +31 (0) 33 434 58 00

✉ customerservice@influencecompany.com

Practical information

Duration:

- 3 days (30 hours of training)

Training set up:

- Available online or in-person
- 1 hour online preparation time

Prices:

- Course fee: € 2.675,-
- excl. VAT, venue, arrangement, overnight stay
- for other options please contact us via [+31 33 434 5800](tel:+31334345800) or customerservice@influencecompany.com

We are The Influence Company

We are an unconventional training agency that has been doing things a bit differently since 1962. With us, you can't just sit back and relax. We get you moving, help you break patterns, gain insights, and encourage you to experience. To learn. So mainly: to take action. That's what makes us popular. We have already trained over 150,000 professionals.