

# DYNAMICS OF CROSS CULTURAL NEGOTIATION <sup>TM</sup>

## Introduction

Negotiating a deal – be it purchasing or selling – with people from another culture can indeed be a challenge. Apart from the basic differences in personality and preferred styles or skills that will already exist, the cultural dimensions maybe more obscure and subtle.

Two Americans or two Germans, negotiating within their own culture is much less complex than when the Americans and Germans negotiate cross-culturally. Yet, they still share a ‘western’ mindset. Now add an ‘Asian’ dimension to this – and it presents further complexity. But Asia itself is geographically, culturally and ethically very diverse.

A Chinese Singaporean, a Chinese from Beijing and an Indian from Mumbai may each think differently – due to a variance in language, dialect, and cultural ethnicity. Thinking patterns, as well as values can be as diverse culturally, as personality type.

Factor such diversity into business negotiations, and we are presented with quite a challenge. It is this challenge that this workshop addresses.

## Workshop Methodology

On the assumption that the participants are already skilled negotiators, the emphasis will be more on cultural differences and their implication for negotiation.

A participative and interactive ‘cross-cultural card game’ will serve to introduce the basic dimensions or laws of culture.

Sharing of insights from both this game and personal experience will be encouraged, supported by some ‘role-plays’ and possible video clips, if felt relevant and useful.

Brief hand out materials will be provided, and concepts reinforced by power point slides and appropriate research data.

## Learning Objectives

*By the end of this program, participants will:*

- Understand how own ‘Cultural Baggage’ unconsciously influences much of our behaviour.
- Appreciate the differences and similarities of culture – and personality – in negotiating styles.
- Be able to use the common factors for building a bridge when communicating, bargaining and negotiating across cultural borders.
- Be able to capture and apply some specific strategies, tactics and skills when working and dealing in the Asia Pacific Region, especially in China and India.
- Understand how our ‘Cultural Baggage’ unconsciously influences much of behaviour.

## Workshop Contents

- Comparing Key Cultural Dimensions and their Underlying Assumptions – including Corporate, Ethnic and Geographic Influences
- Identifying cultural symbols, rituals, ceremonies and heroes as a way to understand cultural values and practices
- Analysing the differences and similarities both within and between Asian and Western ways of doing business.
- Implications for these differences in Negotiation Strategies, Tactics, Styles and Skills
- How to identify and share certain cultural rituals to build rapport better.
- Developing more effective strategies for cross cultural negotiations and doing business with the Asia Pacific Region.

## Workshop Duration

This can be designed as a 1, 2 or more intensive 3 day workshop, subject to client’s needs.

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