Haward Technology Middle East

COURSE OVERVIEW SS0651
Cross-Cultural Awareness

Course Title
Cross-Cultural Awareness

Course Date/Venue
Session 1: Apr 26-30, 2026/Meeting Plus 9, City Centre Rotana Doha Hotel, Doha, Qatar
Session 2: November 08-12, 2026/Meeting Plus 9, City Centre Rotana Doha Hotel, Doha, Qatar

Course Reference
SS0651

Course Duration/Credits
Five days/3.0 CEUs/30 PDHs

Course Description

80% of this course is hands-on practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.

This course is designed to provide a detailed and up-to-date overview of cross-cultural communication. It covers how cultural difference may affect professional relationships; the different cultural basis and value systems; avoiding streotypes and the dangers of sharing a common language; the different stages of cultural adaptation; and the levels between foreign cultures and the cultural differences.

During this interactive course, participants will learn to optimize relationships with others; coordinate working and decision making process; the different ways of thinking and adapting communication; developing cross-cultural communications skills; adapting communication in a cross-cultural context; overcoming challenges of long distance communication and apply best practices; and the do's and don'ts, cultural diversity and working out action plan.

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain a good working knowledge on cross cultural communication
- Discuss how cultural difference may affect professional relationships
- Identify different cultural basis and value systems
- Avoid streotypes and determine the dangers of sharing a common language
- Get to know the different stages of cultural adaptation and valuate the different levels between foreign cultures
- Recognize cultural differences and identify everyone's expectations and practices
- Optimize relationships with others as well as coordinate working and decision making process
- Identify the different ways of thinking and adapting communication
- Develop cross-cultural communications skills and adapt communication in a cross-cultural context
- Overcome challenges of long distance communication
- Apply best practices as well as identify professional do's and dont's, making the most cultural diversity and working out a plan of action

Exclusive Smart Training Kit - H-STK®

*Participants of this course will receive the exclusive "Haward Smart Training Kit" (**H-STK**®). The **H-STK**® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course provides an intermediate overview of all significant aspects and considerations of cross-cultural communication for anyone working in a multicultural environment who wishes to gain a better understanding of cultural differences and improve its ability to communicate effectively.

Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

20% Lectures
80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Certificates are accredited by the following international accreditation organizations:-

- **BAC** British Accreditation Council (BAC)

  Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

- **IACET** The International Accreditors for Continuing Education and Training (IACET - USA)

  Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

  Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

  Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Course Fee

US$ 6,000 per Delegate. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:
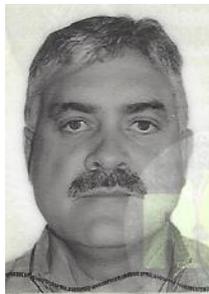
Dr. John Bester, PhD, MTh, BA, BD, NLP, is a **Senior Management Consultant** and a **Certified Neuro Linguistic Programming** (**NLP**) **Practitioner** with over **30 years** of extensive experience. His expertise lies extensively in the areas of **Office & Administration** Skills, **Neuro Linguistic Programming** (**NLP**) **Life Coaching**, **Customer Service** Excellence, **Communication** Skills, **Customer** Satisfaction, **Influencing** Skills, **Thinking & Learning** Styles, **Negotiation** Skills, **Interpersonal** Skills, Adaptability & Flexibility, **Learning & Self Development**, **Performance** Management, **Performance Goal** Implementation, **Time** Management, **Problem Solving & Decision Making**, **Crisis** Management, **Human Resources** Management, **Change** Management, Organizational Development, **Career** Management, **Leadership & Supervisory** Skills, Situation & Behaviour Analysis, Interpersonal Motivation, Leadership Orientation, **Coaching** Skills, Strategic **Planning** and **Stress Management**. Dr. Bester is currently a **Modeller** & **Mental Performance Coach**.

Dr. Bester is a **Certified Instructor/Trainer** and a **Certified Neuro Linguistic Programming** (**NLP**) **Practitioner**. He obtained the **Bachelor of Art** degree in 1985 at the University of the Orange Free State. In 1988, he obtained the **Bachelor of Divinity** (BD) degree at the University of Pretoria. During the autumn graduation ceremony of 2016, he obtained the **Master of Theology** (MTh) degree in practical theology at the University of Pretoria. He registered in 2016 for the PhD degree.

In his PhD thesis, a **Neuro Linguistic Programming** (**NLP**) modelling process for congregation development and congregation guidance, he investigates the possibility of bringing Rich Osmer's four questions of practical theology into conversation with the modelling process of **Neurolinguistic Programming**.

With the **Neuro-Linguistic Programming** theories and techniques, facilitators are enabled not only to determine what is presently happening within a specific company, but also to learn from others what procedures and actions may occur (what can possibly happen). The modelling process is a useful tool that enables companies to better understand themselves as well as to interpret their context. Through this process new ways of responding to the current challenges emerge thereby opening the door towards a more sustainable business model. The NLP is offering new perspectives to the discipline of organisational studies.

Through his company, **Winning Strategies**, Dr Johan Bester has been training company executives and top athletes since 2001. He's been studying the field of mind performance coaching since 1996 under various international mind and performance coaches. Dr Bester has vast experience in helping people to unlock their full potential.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 - 0800	*Registration & Coffee*
0800 - 0815	*Welcome & Introduction*
0815 - 0830	**PRE-TEST**
0830 – 0930	*Understanding How Cultural Differences May Affect Professional Relationships*
0930 – 0945	*Break*
0945 – 1045	*Understanding Different Cultural Basis & Value Systems*
1045 – 1145	*Avoiding Stereotypes, Understanding the Dangers of Sharing a Common Language*
1145 – 1230	*Getting to Know the Different Stages of Cultural Adaptation: from Shock to Synergy*
1230 - 1245	*Break*
1245 – 1330	*Valuating the Different Levels of Integration Between Foreign Cultures: Individual, Functional, Organizational & National*
1330 - 1420	*Mapping : Pinpointing Cultural Differences*
1420 - 1430	*Recap*
1430	*Lunch & End of Day One*

Day 2

0730 – 0830	*Identifying Everyone's Expectations & Practices*
0830 – 0930	*Optimizing your Relationships with Others*
0930 – 0945	*Break*
0945 – 1045	*Coordinating Working & Decision Making Practices*
1045 – 1145	*Understanding Different Ways of Thinking & Adapting your Communication*
1145 – 1230	*Developing your Cross-Cultural Communication Skills*
1230 – 1245	*Break*
1245 – 1330	*Identifying Key Cross-Cultural Skills*
1330 - 1420	*Analysing your Own Weak Points*
1420 – 1430	*Recap*
1430	*Lunch & End of Day Two*

Day 3

0730 – 0830	*Adapting One's Communication in a Cross-Cultural Context*
0830 – 0930	*Identifying Everyone's Expectations, Finding the Common Objective*
0930 – 0945	*Break*
0945 – 1100	*Understanding the Impact of Verbal & Non-Verbal Communication*
1100 – 1230	*Identifying your Interlocutors' Communication Style*

1230 – 1245	Break
1245 – 1330	**Passing on a Message & its Intention in the Appropriate Style**
1330 – 1420	**Getting Sure your Message is Fully Understood & won't Create Misunderstandings**
1420 – 1430	**Recap**
1430	*Lunch & End of Day Three*

Day 4

0730 – 0830	**Adopting a Common Language while using Differentiated Communication Styles**
0830 – 0930	**Bridging: How to Overcome the Challenges of Long-Distance Communication**
0930 – 0945	Break
0945 – 1045	**Identifying the Characteristics of Long-Distance Communication**
1045 – 1145	**Estimating Potential Difficulties & Setting Up an Efficient Resolution Tool**
1145 – 1230	**Effective Framework using the key Instruments of Long Distance Communication: Preparation, Purpose, Process, People**
1230 – 1245	Break
1245 – 1330	**Making an Efficient Phone Call: Giving your Call a Structure, Guiding your Interlocutor, Listening Actively, Using your Voice Better**
1330 - 1420	**Writing Clear Mails/Letters in an Adequate Style**
1420 – 1430	**Recap**
1430	*Lunch & End of Day Four*

Day 5

0730 - 0830	**Carrying out Successfully your Video Conferences: Preparing & Leading a Video Conference Considering Cross-Cultural Specifics**
0830 – 0930	**Communicating in Difficult Situations**
0930 – 0945	Break
0945 – 1100	**Integrating: Best Practices**
1100 – 1230	**Identifying Professional Do's & Don'ts**
1230 - 1245	Break
1245 – 1315	**Making the Most of Cultural Diversity**
1315 - 1345	**Working out a Plan of Action**
1345 - 1400	**Course Conclusion**
1400 - 1415	**POST TEST**
1415 - 1430	*Presentation of Course Certificates*
1430	*Lunch & End of Course*

Practical Sessions

80% of this highly-interactive course is hands-on practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.

Course Coordinator

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