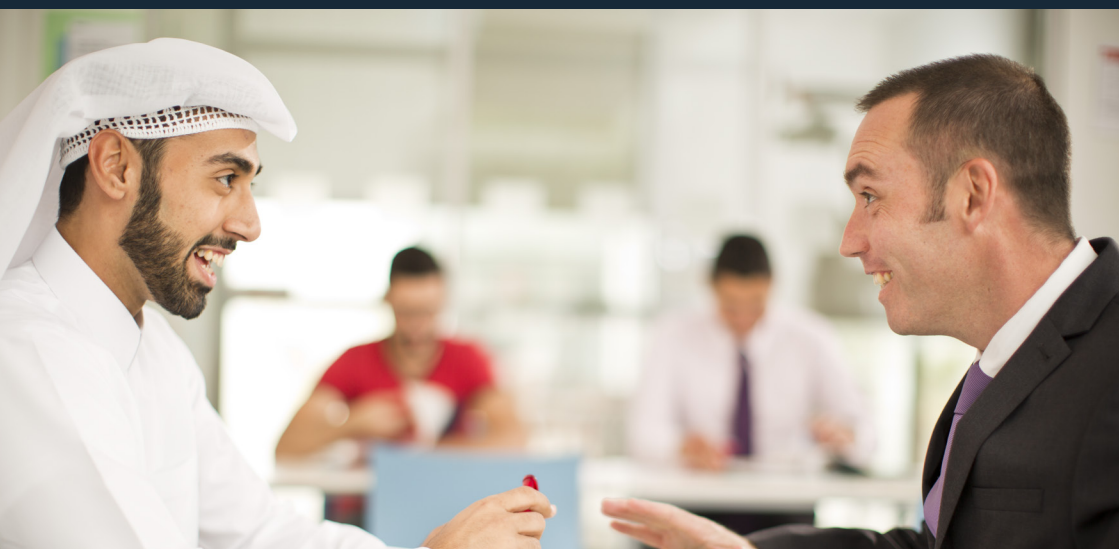




INTERCULTURAL FLUENCY

ESSENTIAL SKILLS FOR
ENGAGING ACROSS CULTURES

TRAINING SOLUTIONS FOR
BUSINESSES AND PROFESSIONALS





Good relationships are at the heart of good business

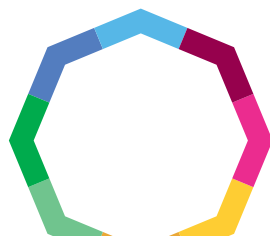
From first impressions to lasting partnerships, successful business in today's globally interconnected world is all about effective intercultural engagement.

How well individuals can interact with people from different cultures, adapt to new multicultural environments and build rapport with diverse clients and partners can have a major impact on their performance, and on the success of the organisation they represent.

Being able to operate and communicate effectively within changing cultural contexts is particularly important in the diverse, international cities of the Gulf region.

But simply being part of a multicultural environment does not make us interculturally fluent.

The British Council's Intercultural Fluency training is specially designed to equip participants with the understanding and techniques they need to work, communicate and collaborate more effectively with people from different cultures.



Tailored training for businesses and professionals

Our practical, face-to-face courses are designed to deepen the intercultural awareness, increase the confidence, and strengthen the interpersonal skills of professionals at all levels.

Tailored and delivered by our expert, locally based trainers, they give participants a range of strategies they can immediately apply in the workplace.

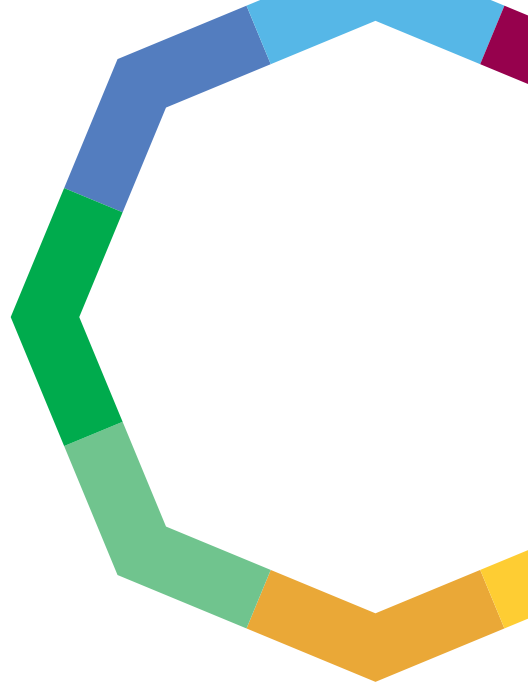
The training draws on the British Council's 80 years of unrivalled experience of cultural relations and intercultural engagement across the globe.

Intercultural Fluency for businesses

- Increase the performance and productivity of multicultural teams.
- Support smoother integration of local and international staff.
- Build better relationships internally and externally, leading to stronger partnerships, enhanced reputation, improved customer service and increased sales.
- Strengthen workplace harmony, worker satisfaction and staff retention.
- Compete better in diverse markets and expand into new international territories.
- Recruit more effectively locally and overseas.
- Avoid potential cultural misunderstandings that can lead to reputational risks and possible legal challenges.

Intercultural Fluency for professionals

- Integrate effectively into new culturally diverse environments.
- Communicate successfully and adapt your approach in intercultural and multilingual situations.
- Anticipate the challenges and avoid potential pitfalls when engaging with people from different cultural backgrounds.
- Raise your profile as an effective team member or business leader by becoming a confident, successful intercultural communicator.
- Improve your employability and support your career development.



Choose the course that's right for you

- Public open courses
- Bespoke in-house training
- Flexible one+ day packages

All training courses are tailored to the specific needs of the participants and to their levels of intercultural awareness.



Contact us to find out how Intercultural Fluency training can support you:

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www.britishcouncil.qa/en/programmes/education/intercultural-fluency

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The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities.

