



EFFECTIVE NEGOTIATION ACROSS CULTURE with Michael Gates

26 FEBRUARY TO 7 MARCH 2018

People.co are delighted to present this Cultural Negotiations Series for 2018.

INTRODUCTION

Take your business performance to the next level and enhance your ability to negotiate effectively across culture with the Cultural Negotiation Series.

This is a rare opportunity to experience an internationally revered cultural expert in New Zealand. The programme consists of a Foundation Day and Country Specific Sessions across two weeks.

FOUNDATION DAY

A prerequisite to the country specific sessions, this introductory workshop lays the foundation for the rest of the programme.

Participants will gain an understanding of what culture is, why it is relevant and explore a simple model of culture along practical applications.

COUNTRY SESSIONS

Select from the following half day intensive workshops to deepen your understanding and hone your negotiating skills with the cultures you deal with:

- Japan and Thailand
- China and Taiwan
- USA
- Australia
- Korea
- Czech/Slovak
- France
- Germany
- Turkey

1

UNDERSTAND WHY CULTURE IS IMPORTANT TO YOUR BUSINESS

Understand what culture is, where it comes from and why it is important to your business. Using a simple model of culture, discover how persuasion is affected by cultural types.

2

LEARN TO NEGOTIATE MORE SUCCESSFULLY ACROSS CULTURES

Learn how to adapt communication patterns to negotiate more successfully across cultures.

3

HEAR FROM CULTURAL EXPERTS

Hear from cross-cultural experts via video link in country specific sessions, discuss case studies and gain practical advice.

4

FOCUS ON THE COUNTRIES YOU DEAL WITH

Explore specific cultures in detail and gain insight and practical tips on how to interact more successfully.





INTRODUCING MICHAEL GATES

Michael Gates is an Associate Fellow of Saïd Business School and Vice Chairman of Richard Lewis Communications. He is an internationally recognised teacher and writer on cross-cultural management and speaks regularly at large corporate and government events.

He has provided cross-cultural training in more than 30 countries to corporations and organisations such as Nokia, the World Bank, Microsoft, Rolls-Royce, Statoil, UNIDO, the EU, Eurojust, Takeda, and the Finnish and Swedish governments as part of their preparations for the EU Presidency.

In 1997, Michael came up with and implemented the concept for the world's first online cross-cultural assessment and cultural data resource, CultureActive. It has currently got a database of around 50,000 users. In 2002, he received the Most Innovative Technology Award for CultureActive at the US Center for International Business and Education conference.

- Look at what culture is, where it comes from and the importance of culture to your daily business
- Explore a simple model of culture and explore its practical application to interacting across culture including presentation, negotiating, leading and building trust and participating in meetings
- Complete a cultural profile assessment and interpret the results to understand your cultural type and communication patterns. Gain access to online tools and resources for ongoing development, information and advice.
- Learn useful and person 'Golden Rules' for improving your interaction across cultures and gain a clear understanding of a model of culture that will be of practical benefit whichever cultures you need to deal with.

COUNTRY SPECIFIC SESSIONS

- Explore specific cultures in detail and gain insight and practical tips on how to interact more successfully
- Understand cultural classification according to the Lewis model, map your profile against the target culture to see where the gaps are and explore how to close them
- Gain a deeper understanding of target culture core values, 'cultural black holes', communication patterns and listening habits, and concepts of status and gender issues
- Explore leadership concepts, language of management, meetings and negotiations and learn how to better empathise and build trust
- Hear from cross-cultural experts via video link for practical advice



CZECH REPUBLIC & SLOVAKIA

CHINA & TAIWAN

KOREA

JAPAN & THAILAND

USA

GERMANY

FRANCE

AUSTRALIA

TESTIMONIALS



ANDY SINCLAIR
HYUNDAI MOTORS NZ

Hyundai Motors NZ (HMNZ) is a NZ owned distributor that has a multi-faceted relationship with Hyundai Motor Company (HMC) involving four distinct cultures – Korean, Czech, Turkish and Australian. Being able to communicate clearly is essential to having an ongoing commercial relationship, paramount to this, is understanding what is important to these diverse ethnicities.

As GM of Hyundai Motors NZ (HMNZ) it is fair to say that I was a little sceptical when it was proposed that a Cultural Negotiation course would transform the way I thought when communicating or negotiating. However, the course gave me the confidence to implement new techniques when dealing with our business partners immediately, and I had results that were measurably successful. Leading to Michael Gates and his team of specialists being an essential part of my teams training and development on an annual basis.



MURRAY GREENHALGH
ISUZU UTES NZ

Isuzu Utes New Zealand (IUNZ) conducts business with multiple organisations located in various countries around the world. This brings with it many challenges, in particular communication and an understanding of the individual applicable culture.

The entire IUNZ team has benefitted both personally and professionally by attending the Cultural Negotiation course facilitated by Michael Gates. Simply put, it has been a “Game Changer”. All who attended the course from IUNZ have been able to apply learnings in personal and professional capacities.

For IUNZ, the course has become an annual event, and everyone in our team has requested to attend course again.

PROGRAMME SCHEDULE – WEEK ONE

MON
26 FEB

TUE
27 FEB

WED
28 FEB

9:00 AM – 5:00 PM

FOUNDATION DAY

(Prerequisite session
to country days)

9:00 AM – 1:00 PM

CHINA & TAIWAN

1:00 PM – 5:00 PM

JAPAN & THAILAND

9:00 AM – 1:00 PM

USA

1:00 PM – 5:00 PM

AUSTRALIA

PROGRAMME SCHEDULE – WEEK TWO



9:00 AM – 1:00 PM

KOREA

1:00 PM – 5:00 PM

CZECH/SLOVAK

9:00 AM – 1:00 PM

TURKEY

1:00 PM – 5:00 PM

JAPAN & THAILAND

9:00 AM – 1:00 PM

FRANCE

1:00 PM – 5:00 PM

GERMANY

REGISTRATIONS

Dates: 26 February to 7 March 2018

Location: 7 Clemow Drive, Mt Wellington, Auckland

FEES (per person inc. GST)	EARLY BIRD (book before 31 Jan 2018)	STANDARD
Foundation Day	\$995	\$1145
Country Sessions (per session)	\$595	\$745
Group (10+)	10% discount	Standard pricing

To register email anna@people.co.nz with your name, company and which sessions you would like to attend.

Phone Enquiries: **09 574 2786**

Registrations close Feb 16th 2018.