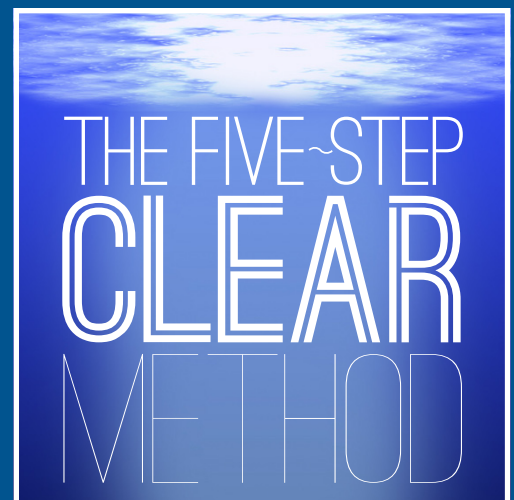


INTERCULTURAL  
COMMUNICATION  
SEMINARS  
2013

**ALL SEMINARS INCLUDE:**



## General Overview of One-day and Two-day Seminars

All my seminars are interactive. I mix a lecture style with group and individual exercises that help participants master the core concepts.

There is also ample opportunity to interact with me, privately or in front of the group, if participants desire that. However, since some participants are not comfortable speaking publicly in a seminar setting, there is no obligation to do so; everyone's learning style is respected.

I have been in the communication training profession for more than 20 years and I am convinced that there is no single "right" way to learn. This is especially true within intercultural contexts.

I recommend that participants prepare for the seminar by collecting and bringing the specific communication challenges they are experiencing at work, so they can be addressed during the seminar.

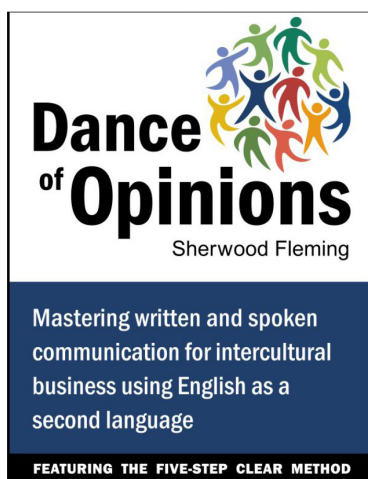
If you would prefer that I customize these seminars to better meet the specific needs of your organization, please contact me.

### Two-day seminars

- Mastering Intercultural Communication
- Intercultural Communication for the Hospitality Industry

### One-day seminars

- Dance of Opinions
- Applying the CLEAR method to Intercultural Presentations



Participants of the Dance of Opinions seminar will receive a copy of my book, along with an 80-page workbook.

The book is also available to participants of all my seminars at a reduced rate.

A sample chapter of *Dance of Opinions* and a description of the CLEAR Method are available on my [sherwoodfleming.com](http://sherwoodfleming.com) site.

**Please contact me for details on pricing and availability, if you are interested in me leading one or more of these seminars for your firm.**

## Mastering Intercultural Communication

When using English as a second language within intercultural business contexts, communication can seem extremely complex. Can communication complexity be simplified? This two-day seminar will show you how. If you are experiencing intercultural communication challenges, you will learn practical skills for simplifying communication. You will increase your ability to get your work completed more effectively, with greater ease, confidence and more harmonious relationships with those you work with.

### Who Should Attend

This seminar is especially helpful to those who have acquired an upper-intermediate or advanced level of English as a second language and who work with people from other cultures who also use English as the common language.

### Course Objectives

In this interactive two-day seminar you will learn:

- How to use fundamental language structures for coordinating action, to help you speak, listen and take action more effectively in English as a second language
- What specific actions to take to solve problems that you are facing in your intercultural business context
- How to build trust, improve relationships and work more effectively with people from other cultures
- How to better adapt to intercultural business contexts

### COURSE CONTENT

#### Introduction to Communication and Adaptability

- Observing how you communicate in your own language
- Discovering what happens when you are communicating in English as a second language
- Exploring how you can learn to be more adaptable
- Easing the discomfort of the unknown in practical ways
- Recognizing identity issues as they relate to language

#### Speaking and Listening Fundamentals

- The building blocks of speaking that go beyond the words you use
- Shaping the future in language with declarations, offers, requests and promises
- Separating opinions from facts
- Listening differently for your intercultural context

#### Building Harmonious Relationships

- How to make yourself indispensable
- Promises and three elements of building trust
- Masterfully leading and following conversations
- Switching effortlessly between the cultural self and the adaptable self

**Please contact me for details on pricing and availability, if you are interested in me leading this seminar for your firm.**

## **Intercultural Communication for the Hospitality Industry**

If you work in the hospitality industry and use English as a second language when interacting with clients and staff from a variety of cultures, are you speaking and listening as effectively as possible? This two-day seminar will not only provide you with practical suggestions that you can implement immediately; it will also expand the way you speak with and listen to your clients and staff from a variety of cultures.

### **Who Should Attend**

This seminar is especially helpful to those who have acquired an upper-intermediate or advanced level of English as a second language and who are active in client-facing positions within hotels and restaurants – those who act as ambassadors for the brand of their business.

### **Course Objectives**

In this interactive two-day seminar you will learn:

- What your strengths and weaknesses are when you speak your native language
- What needs to change when you speak English as a second language with clients from other cultures
- How to listen attentively to the needs of your clients from other cultures
- Techniques for responding authentically and appropriately to those needs
- Ways to deliver satisfaction to the client in a manner that is coherent with your employer's brand without inhibiting your natural way of communicating

### **COURSE CONTENT**

#### **Introduction to Communication and Adaptability**

- Observing how you communicate with clients in your native language
- Discovering what happens when you communicate in English as a second language to clients from other cultures
- Creating ease of communication between you and your foreign clients
- Creating comfort for you and your foreign clients
- Managing the emotions of identity issues as they relate to language and culture
- Switching effortlessly between the cultural self and the adaptable self

#### **Speaking and Listening Fundamentals**

- Listening differently to the requests of clients from other cultures
- Making offers clearly and authentically
- Helping your foreign clients express their requests clearly
- Building trust in how you make promises and how you fulfill them
- Separating facts from opinions

#### **Building Client Loyalty**

- Increasing relational loyalty for your establishment
- Being an authentic ambassador for the strengths of your establishment
- Incenting client referrals
- Navigating between leading and following the conversation with clients
- How to build a future in the words you exchange today

**Please contact me for details on pricing and availability, if you are interested in me leading this seminar for your firm.**

## Dance of Opinions

### **Mastering written and spoken communication in intercultural business contexts using English as a second language**

Are you expressing your opinions in English as a second language within your intercultural business context as persuasively and authoritatively as you would like? This seminar features the CLEAR method that I developed to help you express your opinions clearly, concisely and confidently in all your written and spoken business communications. Participants will receive a copy of my new book, *Dance of Opinions: Mastering written and spoken communication for intercultural business using English as a second language*, as well as an 80-page workbook.

### **Who Should Attend**

This seminar is especially helpful to those who have acquired an upper-intermediate or advanced level of English as a second language and who want to improve how they express their opinions in English within an intercultural business context. This includes:

- Leaders and members of intercultural teams
- Managers and staff of restaurants and hotels serving international clients
- Leaders of, and participants in, international telephone or video conferences
- Sales and marketing professionals with international customers

### **Course Objectives**

In this interactive one-day seminar you will learn:

- To increase your effectiveness in expressing opinions in English as a second language, by a better usage of the grammar and vocabulary you already know
- A new method for preparing and organizing your opinions, which you can apply to all your written and spoken communications
- To view the expression of opinions within intercultural contexts from a new perspective, enabling you to take more effective actions

### **COURSE CONTENT**

- Observing how you currently express your opinions in English as a second language
- Assessing what needs to change to be more effective when expressing your opinions within an intercultural context
- Saying less while communicating more
- Separating facts from opinions
- Learning what to avoid when expressing opinions
- Encouraging listeners and readers to engage with you and trust you
- How to apply the five-step CLEAR method to your particular spoken and written documents

**Please contact me for details on pricing and availability, if you are interested in me leading this seminar for your firm.**

## Applying the CLEAR Method to Intercultural Presentations

If you are less than inspired by the presentations you give when using English as a second language, how do you expect to keep the attention of your listeners? And if you are not keeping their attention, what are you conveying about your professional competences? In this one-day seminar you will learn to think differently about presentations, both from your point of view and that of your listeners. You will also learn how to prepare, write and organize presentations that engage your listeners and feature your expertise.

### Who Should Attend

This seminar is especially helpful to those who have acquired an upper-intermediate or advanced level of English as a second language and who are looking for a more effective and innovative approach to presenting within an intercultural business context. This seminar is unique in its focus on offering an intercultural – rather than Anglophone – standard for presentations.

### Course Objectives

In this interactive one-day seminar you will learn:

- A new method for more quickly preparing and organizing your presentations
- How to use the five-step CLEAR method for writing content your listeners will want to listen to
- Suggestions for how to use type and graphics more effectively in your presentation
- Guidelines for how to be more confident delivering presentations in English as a second language using the grammar and vocabulary you already know

### COURSE CONTENT

- What works and does not work for intercultural business contexts and why
- Weaknesses and strengths of the way you currently prepare, organize and deliver presentations within intercultural business contexts
- Each of the five steps of the CLEAR method explained in detail, as well as how to adapt them for short or long presentations
- Customizing the CLEAR method to your particular intercultural context
- Creating coherence between what you say and the visuals you use
- How to have intercultural charisma when you present in English as a second language

**Please contact me for details on pricing and availability, if you are interested in me leading this seminar for your firm.**