

Cultural difference – a ‘deep dive’

6: Rationality and emotional intelligence

90-minute webinar

This interactive session focuses on the key cultural aspects of rationality and emotional intelligence. The amount of detail we provide or require in a presentation, the way we deal with questions or objections, our attitudes towards agreement or challenge are very much culture-based.

Useful tips and experience-sharing make this session highly practical and easy to implement.

Prerequisite: having attended the introductory session on ‘Understanding cultural difference’.

Learning objectives

- Understand the key cultural dimensions of reasoning style and emotionality
- Appreciate their impact on daily business situations such as presentations and negotiations
- Reflect on personal preferences and their impact on current relationships and work environments
- Build a personal action plan to implement learning in the workplace

Format

A highly interactive 90-minute webinar for groups of 6 to 8, this module alternates short classroom-style explanations with smaller-group / peer discussions and exercises, and individual reflection and planning.

It can also be delivered to multi-cultural teams, regrouping participants from different cultures at the same time, serving as a team-building opportunity as well as a cultural awareness-raising session.

Webinar overview

1 Introduction

- Objectives and agenda
- Quick review of culture and cultural dimensions
- The value of being able to understand key cultural dimensions

2 Detail-focused v ‘big picture’ thinking

- The cultural dimension
- Implications for business practices and management styles, particularly in meetings and presentations
- Experience-sharing and individual challenges

3 Showing emotions and personal involvement

- The cultural dimension
- Implications for business practices and management styles, particularly in meetings and presentations
- Self-evaluation and individual challenges

4 Action plan and next steps

- Summary of key learning points
- Reflection and sharing of next steps

5 Close

Facilitator

[Angela Leguenne](#) is an experienced cross-cultural coach and trainer, with experience of cultures across Europe and north America. An Italian living in France, she is particularly alert to the potential for both pitfalls and benefits when working across cultures.

Passionate about foreign cultures, human relationships and service, she developed her career in the travel and hospitality industries, working for over 20 years in global companies such as Disney, Jet Tours and Hotelplan before becoming a highly successful independent trainer and coach.