

# Multiculturalism at Workplace

“Produce better products, expand business lines globally and foster innovation and creativity”

## Introduction

Multiculturalism workplace could bring benefits such as better decision making, higher creativity and innovation, greater success in marketing to foreign and ethnic minority communities. Conversely, cultural differences can also increase costs through higher turnover rates, interpersonal conflict, and communication breakdowns. These course aims to equip the participants with tools that will help them improve their ability to communicate and bridge the differences through acceptable words and actions.

## Objectives

By the end of the session, you would be able to:

- Communicate with colleagues from different background/culture positively and effectively
- Bridge the communication gap at workplace
- Communicate clearly using better communication style and action
- Recognize and increase the cultural awareness
- Respect and appreciate cultural differences
- Resolve and reconcile cultural differences
- Realize and root by implementing the cultural differences.

## Learning Methodology

The course will be delivering through a combination of Metaphoric and Learning-By-Doing approach, where as the participants will be going through various simulation scenario which interact with the subject itself.

Active learning activities are included to allow participants to engage actively in the learning process. Besides that, leading the participants through these activities will enable better understanding on the concepts. The active learning activities are such as:

- Hands-on exercises
- Group discussions
- Case studies
- Interactive storytelling
- Video presentation

## Who Should Attend

Manager, Executives, Engineer and Supervisors and anyone who involved in communication process in the organization.

## Program Outline

### Module 1: What is culture?

Iceberg of Culture – Mindset; Recognize, Respect, Reconcile, Realize & Root; High Context culture and Low Context culture; Seven Dimensions of Culture.

### Module 2: Human Relationships

Rules /system versus exception (not relationships); Individual versus group orientation; Emotions: neutral versus expressive; Analytical(differentiated) versus holistic (integrated); Status based on: “What you do” versus “Who you are”.

### Module 3: Time

Past, present, future; Monochronic (sequential) versus Polychronic (synchronic).

### Module 4: Nature

Internal versus External.

### Module 5: 5 conditions for high performance culture

Relevant focus; Driven from top but fuelled throughout; Committed Leaders; Comprehensive involvement; External coaches.

### Module 6: Reconciliation of diverse values in apparent conflict

### Module 7: Effectiveness of Multicultural Teams

### Module 8: Success Factors

- Ethnorelativism
- Balance
- Common Ground
- Clarification of Task
- Clarification of Goal
- Set up and Leadership
- Infrastructure

### Module 9: A Methodology for Managing Multicultural Teams

## The Expert Profile

**Manimala** has served for more than 15 years in senior managerial positions prior to pursuing her postgraduate studies. As a Senior Marketing Manager at Westport Malaysia, she had managed the customer service and marketing department. She has many years of experience in Conventional operations as well. During her tenure, she had to do business development as well as customer service and marketing of the port business. Part of her job description was to do presentation to customers and staff training especially on customer service issues. She had attended Port Operations Training at Le Harve, France and Senior Management Development Programme (SMDP) of the Harvard Business School Alumni Club of Malaysia (HBSACM) and served as the Honorary Secretary of The Associate Wings' Committee of HBSACM from Sept 2003- Oct 2004. She also represented Westport with the Ministry of Transport/MATRADE delegation to countries such as India (Chennai), Sri Lanka (Colombo), Indonesia (Jakarta, Surabaya & Semarang), the Emirates (Dubai), France (Marsailles) and Netherlands (Amsterdam).

Having been in a senior position, she has the knowledge and experience in sales and marketing, personal development, presentation skills, time management, communication skills, etc. Manimala had also trained candidates for IELTS English to those who were furthering their studies overseas. She was appointed as examiner to mark the Unified Examination papers, United Chinese School Committees' Association of Malaysia (UCSCAM) for the year 2006 and 2007.

**Manimala** is pursuing her International Masters in Small and Medium Enterprises in University Malaya and currently writing and researching her project paper entitled “Training evaluation based on Kirkpatrick’s model”. Her postgraduate degree is related to starting new business ventures.

**Manimala** is very passionate about learning and being able to transform this into the workplace. She aspires to pass on her knowledge to others who are willing to accept and learn from her.



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**Workshop** \* Fees includes workshop materials, refreshment, lunch and certificate of attendance but excludes Bank charges & VAT per payment

| Session  | Date   | Location                             | Normal Fees | Early-Bird Due Date |
|----------|--|--------------------------------------|-------------|---------------------|
|          | <input type="checkbox"/> 22-23 Feb 2012  | Grand Dorsett Subang Hotel, Selangor | RM 1590     | 27 Jan 2012         |
| Discount | Early Bird Registration <input type="checkbox"/> 5%  |                                      |             |                     |
|          | Group Registration <input type="checkbox"/> 3 or more at 5% off <input type="checkbox"/> 5 or more at 7% off <input type="checkbox"/> 8 or more at 10% off |                                      |             |                     |

## Schedule

08:30 Registration  
09:00 Workshop Begins  
10:30 Coffee & Networking  
10:45 Workshop Resumes  
13:00 Networking Luncheon  
14:00 Workshop Resumes  
15:30 Coffee & Networking  
15:45 Workshop Resumes  
17:00 Workshop Ends

## Organization Details

Organization Name \_\_\_\_\_

Address \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

## Participant Details

| Name | Job Title | Email | Direct Line |
|------|-----------|-------|-------------|
| 1.   |           |       |             |
| 2.   |           |       |             |
| 3.   |           |       |             |

## The invoice should be directed to

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Email \_\_\_\_\_ Direct Line \_\_\_\_\_

## Authorising Manager's Details

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Email \_\_\_\_\_ Direct Line \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

\*The booking is invalid without a signature.

After complete this form,  
please fax it to (603) 40235716

**CANCELLATION & SUBSTITUTIONS:** This registration may only be cancelled in writing not later than two weeks before the workshop begins. The booking may not be cancelled nor any fees refunded thereafter. A substitute may be named at any time before the workshop begins.

**HOTEL ACCOMMODATION:** Accommodation is not included in the workshop fees. To enjoy privileged room rates, please contact us and let us know your accommodation's arrangement.

For more information on the hotel, please visit [http://www.gin-my.com/contact\\_us](http://www.gin-my.com/contact_us)

**NOTE:** It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue. Every effort will be made to inform the participant of the change. Global Intelligence Network should not hold liable for any cost arising from this change.

**PAYMENTS:** An invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event in order to be eligible for attending. Walk-in delegates with payment will be admitted on a space available basis. Payment may be made via cross cheque / bank draft / electronic transfer, made in favour of:

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53300 Setapak, Kuala Lumpur,  
Malaysia.

Details for Telegraphic Transfer:  
Bank: RHB Bank  
Branch: Setapak, Kuala Lumpur  
A/C No: 26405800003737  
Swift Code: RHBBMYKL

For electronic transfer, Please email / fax your transaction slip to us as proof of payment.



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