

CROSS CULTURAL COLLABORATION SPECIFIC TO JAPANESE CULTURE

THE CLIENT

India's Manufacturing Giant, with interests in Auto, Farm Equipment, Engineering, Electric Vehicles

TARGET AUDIENCE

Engineering Managers and Process Managers of Farm Equipment Vertical, who work with Japanese Counterparts

THE NEED

Business Etiquette in Global Settings

This Indian Farm Equipment giant had purchased a company in Japan. The client wanted its Indian managers to understand the nuances of working and collaborating across the 2 cultures. The client wanted:

- Develop internationally valid etiquettes & Grooming, with focus on interacting with Japan
- Develop cultural intelligence so that Managers could consciously tailor their interactions to get the best results
- Learn skills to succeed in culture specific settings

THE CHALLENGE

- Creating the desire to learn and change in an already successful, experienced audience
- Translating the cultural construct to real-life scenarios
- Ensuring people not only understood what to do, but also how to do it
- Minimizing error

WHAT WE DID

Always, Client First

- Diagnostics –to understand specific real life scenarios of cross cultural conflict
- Interacted with experienced senior managers from the client, to learn from their real experiences
- Identified Credible Framework for practice and application
- Created real-life case situations and practical examples

THE INTERVENTION

2 DAY Instructor Led, highly interacted Two Day training programs, with modules on:

- Understand the need to influence
- Leadership Address – to create alignment
- Identify the persona of the successful cross cultural manager
- Grooming Essentials for International interaction (Focus on Japan, specific situations)
- Dining Etiquette – with focus on Japanese dining, etiquette, using dinner ware
- Recognize how cultures differ, and the impact on business interactions
- Dimensions of culture
- Relationship Building tools
- Role plays for client specific, specially designed scenarios

Post program Monthly newsletter - 'What's Trending' – to keep participants updated on events in key country of interest.

This will help them to have conversations with their counterparts, and start a habit of proactively staying updated

THE OUTCOME

Client feedback –

Thanks for an amazing workshop – I had taken informal feedback with everyone and they were really impressed by the module delivery.

The depth of your research into Japanese culture really helped us create a truly magical session.

Looking for more chance for partnership in future – Thanks. ☺