

## 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. ☺*