



Cultural Awareness Course Brochure

1 Day Practical Workshop



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The Right Fit.....For You

This Cultural Awareness Workshop will encourage participants to explore their own assumptions and preconceptions about other cultures, as well as creating awareness of their own cultural heritage and how it affects their world views, values and assumptions.

Our one day Cultural Awareness course has been designed to help learners to reflect on their attitudes and behaviour while working in a diverse environment, in a dynamic and thought-provoking way.

The aim of the course is to help learners communicate more effectively and break down barriers with international colleagues and clients by having a greater understanding of their cultural differences.

At the end of the course learners will leave with have a valuable set of models and insights into the ways cultures vary and have a better understanding of the impact of these cultural differences.

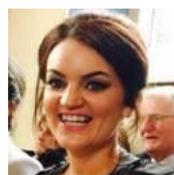
"I speak for all in saying that it was an excellent course. I found the course very interesting and beneficial both for my work and future career."

Marcin Cesarz, Lead Business Analyst, AIB



"We are all very happy with the training carried out last week & will definitely be in contact in the future"

Aoife O'Rourke, Key Account Manager, Tool & Plastic



"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."

Jonathan Latimer, Fleet Training Instructor, City Jet





Why Choose Our Cultural Awareness Course

DCM Learning's Cultural Awareness Training course aims to demonstrate how cultural diversity operates within an organisation; how it is perceived, develops and manifests itself. You will assess the benefits of embracing cultural diversity and look at ways to encourage implementation in the workplace.

Specific reasons to choose this course:



Experienced: We have trained over 257 individuals successfully in Cultural Awareness over the last two years.



Support: 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



Experienced Training Team: Our trainers are Training Practitioners with years of industry experience as well as vast training experience.



Quality Assured Training: Make sure you Safeguard Your Training Investment. DCM offer courses accredited by national and international certification bodies, including QQI, PMI, IASSC, and Scrum.org.

You're in Good Company

We have delivered our Cultural Awareness programme to the biggest brands in Ireland including Google, Intel, Central Bank of Ireland, ESB, Football Association of Ireland and Abbott so you can have confidence in our ability to deliver the results you want to achieve.





Cultural Awareness Training Course

COURSE OVERVIEW

The course will encourage participants to explore their own assumptions and preconceptions about other cultures, as well as creating awareness of their own cultural heritage and how it affects their world views, values and assumptions.

The course will also explore aspects of cultural values and cultural differences which may affect interactions with international staff. The course will be interactive and will draw on participants own experience.

The workshop aims to demonstrate how cultural diversity operates within an organisation; how it is perceived, develops and manifests itself. Participants will assess the benefits of embracing cultural diversity and look at ways to encourage implementation in the workplace.

LEARNING OUTCOMES

At the end of the course you will be able to:

- Define the key terms relating to 'culture' and apply this knowledge to discuss cultural difference in a positive way
- Identify the cultural values that cause cultural differences
- Understand how awareness about other cultures and cultural differences can improve your interaction in a multicultural environment
- Use the knowledge you have acquired to further develop your cultural sensitivity



Course Content

TOPIC 1: CULTURAL AWARENESS & DIVERSITY IN ACTION

- Defining diversity – the importance of difference in the workplace
- Understanding preconceptions – how do they influence our interactions?
- What is cultural awareness and how does it work with diversity?
- Making the links to your role

TOPIC 2: DEFINING

- The links between values, attitudes and culture
- Development of the 'cultural layers'
- What's your culture – how would others define you? How would you define yourself?

TOPIC 3: THE CULTURE PARADIGM

- Recognising how different cultures manifest within an organisation
- Identifying how cultures and subcultures are embedded within your organisation

TOPIC 4: IMPLEMENTING CULTURAL DIVERSITY IN THE WORKPLACE

- How to promote an inclusive working environment
- Tools and techniques for challenging inappropriate and non aligned behaviour

TOPIC 5: APPLICATION PROCESS

- Develop an action plan to apply in your workplace



Brendan Murphy

Training Associate

Brendan is an accomplished training consultant with a thoughtful and thought-provoking approach, yet he is entertaining and engaging. He has long experience of group facilitation in a variety of settings with a knack for individual performance improvement.

Brendan brings his vibrant enthusiasm for training to every course he delivers. His resulting style is participative and inclusive, which empowers learners to develop their skills and achieve great results from training.

Some of the areas Brendan specialises in are: Communications, Effective Writing Skills, Public Speaking, Management and Minute Taking.

Some of Brendan's qualifications include:

- FETAC Level 6 Train the Trainer with Distinction
- Diploma in Business & Executive Coaching, Smurfit Business School
- Higher Diploma in Education, St. Patrick's College, Maynooth
- BA in English and Theology, St. Patrick's College, Maynooth

"Many thanks for this and for your excellent facilitation of the session. My colleagues and I were very pleased with the programme and several of them asked me to commend you for the way in which you managed the morning. "

Graeme M. Warren, Head of School of Archaeology, UCD





Inhouse Training, One Size Doesn't Fit All.

Does your team need Cultural Awareness training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
Cost	€1,095 per day	€995 per day	€895 per day
Materials	Included	Included	Included
Travel Expenses	Included	Included	Included
Areas Covered	All Counties	All Counties	All Counties
Customisation	Course Customised	Course Customised	Course Customised
Survey	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
Account Management		Dedicated Account Manager	Dedicated Account Manager
Free Public Course		1 Free Place	3 Free Places
Public Course Discount		15%	25%



Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the
right course**

DUBLIN

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