



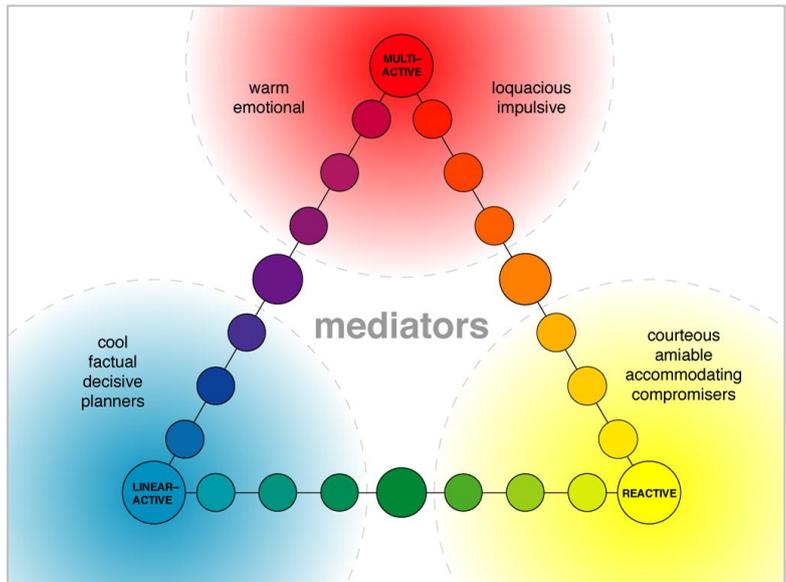
RICHARD LEWIS
COMMUNICATIONS

Teaching Cross-cultural Competence

Using the Lewis Model & CultureActive in Cross-cultural training

The Lewis Model

Widely considered to be one of the most accessible and practical tools for increasing cross-cultural awareness and competence, the Lewis Model was developed by Richard D Lewis, one of the world's foremost linguists and cross-cultural experts. The model, which classifies cultures into Linear-Active, Multi-Active and Reactive, has been validated scientifically and through extensive use by companies and multinational organisations such as the World Bank. The LMR model can be applied to individuals as well as to countries, making it a highly flexible tool for cross-cultural training, coaching and consultancy.



Teaching Cross-cultural Competence (TCC) courses

The main aim of our courses is to provide an in-depth introduction to the Lewis Model, as well as to enable participants to understand and use the CultureActive website (www.cultureactive.com) for online cultural assessments and guided self-study. The courses also qualify participants to become Lewis Model trainers, able to deliver training using Richard Lewis Communications' cross-cultural PowerPoint materials. The Advanced Course additionally certifies participants to be able to deliver training via the Cross-cultural Dialogue Mat.



Qualifications



To attend the courses you should be an experienced cross-cultural or behavioural skills trainer, or be involved in selling training of this kind, and in general educated to degree level. However, we also accept HR Managers who would like to assess the applicability of the Lewis model and CultureActive Assessments to their companies' training needs. Experienced language trainers who would like to move into management training, and students whose degrees are linked to cross-cultural studies may also be eligible. We recognise that not all potential attendees intend to deliver training according to the Lewis Model or become licensed partners. You may wish to gain a deeper understanding of a different approach to cross-culture or intend to sell courses as an agent, and accordingly want to have greater insight into the Lewis Model.

Acceptance onto the courses is entirely at Richard Lewis Communications' discretion.

There are currently two courses:

1) Level I – Introduction to the Lewis Model and CultureActive tool (3.5 days)

This introduces participants to cultural training according to the Lewis Model, explaining the background to the theory and how it works in practice. You get a broad overview of the materials and resources on offer, including the CultureActive website, and advice on using them during training sessions. Participants receive copies of *When Cultures Collide* and *Cross-Cultural Communication: A Visual Approach*.

2) Level II - Advanced (3.5 days)

This course is aimed at more advanced trainers and is partly centred on the Cross-Cultural Dialogue Mat. The basics are covered more briefly than on Level I, on the assumption that participants are already familiar with the major cultural models. There is more emphasis on training methods and techniques. Participants are provided with various recently published books on intercultural issues as well as a copy of the Cross-Cultural Dialogue Mat (worth £150).

It is possible to attend this course without having taken Level I if you already have a good understanding of the Lewis Model and/or are an experienced behavioural skills trainer.

Both courses provide ample opportunities for teaching practice and feedback.

Practical details

The courses, held at Riversdown House, Hampshire, in the UK, start at 12 noon on Tuesday, and finish at 5pm on the Friday (there may be some flexibility on start and finishing times to fit in with participants' flights). Accommodation is on site or in a nearby hotel. Lunches and dinners are at Riversdown House.

Participants may also use the facilities at Riversdown, which include a 9-hole golf course, tennis courts, gym, sauna and outdoor pool (in summer).



The course fees of £1,475 + VAT per person include all materials, three nights' accommodation, meals, transport from and to Heathrow, Gatwick or Southampton airports and transport to and from your hotel each day. If you would like to request additional nights, these will be charged at £120 + VAT per night.

Trainers

The trainers are either Richard Lewis, Chairman of Richard Lewis Communications and author of *When Cultures Collide*, Michael Gates, Vice Chairman of Richard Lewis Communications, Jacques Meon, Senior Cross-cultural trainer, or Caroline Lewis, Cross-cultural trainer and Licensed Partner Co-ordinator. Most courses will have a combination of these four trainers depending on availability.

Licensed Partnerships

Gaining a licensed partnership agreement is one possible outcome of the courses, but it is not obligatory and there are some countries in which we do not grant new partnerships. If the main purpose of attending a course is to become a Licensed Partner (LP), please contact us to check the current situation for your area.

In addition to the materials provided on the courses, Licensed Partners get access to our full library of PowerPoint materials, reduced rates for CultureActive licenses and for the Cross-Cultural Dialogue Mat, and support in designing and preparing their own programmes and in marketing them. The financial basis of partnership is that partners pay Richard Lewis Communications a 20% royalty on training they deliver that uses our materials. For further details of the Licensed Partner system, please contact Caroline Lewis, who co-ordinates the LP network, at caroline.lewis@rlcglobal.com

Applying for a course

If you are interested in attending a TCC course, please email Caroline Lewis to find out about dates of future courses and to request an enrolment form and a copy of the Terms and Conditions.

What participants have said about our courses...



"I benefited massively from the outstanding quality of instruction and now incorporate the concepts into teaching negotiation. The marvellous atmosphere of Riversdown and the stimulating conversations with fellow participants and the RLC team, made the whole experience truly memorable."

Tim Cullen, Associate Fellow/Programme Director, The Oxford Programme on Negotiation, Saïd Business School, Oxford



"The training course in Cross-cultural communication helped me to be successful in my global strategy assignment at Nokia Siemens Networks."

Nancy Chen, former Nokia Siemens Global Strategy team member, currently leadership coach at Leadership Coaching China, Shanghai



"I fully enjoyed the Train the Trainer course at Riversdown. The training was enlivened with videos and real-life experiences illustrating the potential pitfalls of cross-cultural communication. For me the course was also an excellent way of expanding both my training toolkit and my international network."

Marianne Mol, Licensed Partner for The Netherlands, formerly with NCR Ltd Eurocentral, Scotland



"Everything about the facilities and operations at Riversdown is top notch: the food, the staff, the camaraderie, the incredible home and grounds. The training and associated tools are also unrivaled in the field. Training with RLC has proven to be the single most wise and impactful decision I have made in my career as a cross-culturalist."

Dr Timothy Flood, Associate Professor of Management [Global] & Corporate Communication, UNC Kenan-Flagler Business School, University of North Carolina, USA



"With an existing interest in culture, a background in psychology and long experience as a teambuilder and leadership trainer, I was still amazed and overwhelmed by the quality and innovative approaches. I was quickly able to run cross-cultural workshops on my own, inside my company, and am especially impressed by the fantastic 24-hour support from the RLC and CultureActive teams."

Marit Imeland Gjesme, Head of Academy, CCO Corp Human Resources, Takeda Pharmaceuticals, Zurich



"Participating in the Train the Trainer course at Riversdown was not only an exceptionally pleasant and inspiring experience, it also provided me with invaluable tools and skills to further develop my International HRM career."

Maarten Stal, former Professional Development Manager at IBM Global Services, now RLC Licensed Partner in Panama