

The Intercultural Suite: **IRAN**

Intercultural Awareness, Communication and Management

Programs and workshops by Atieh International

Atieh International

is a private HR Consulting company, active in:
Recruitment & Selection,
Assessment &
Development Centers,
Remuneration Strategy,
HR Strategy,
Performance Management &
Training & Development.

One of our specialist areas of training is
“Intercultural Awareness,
Communication and
Management”,
aimed especially at MNCs
and foreign companies, both
local and foreign staff.

Atieh International GmbH

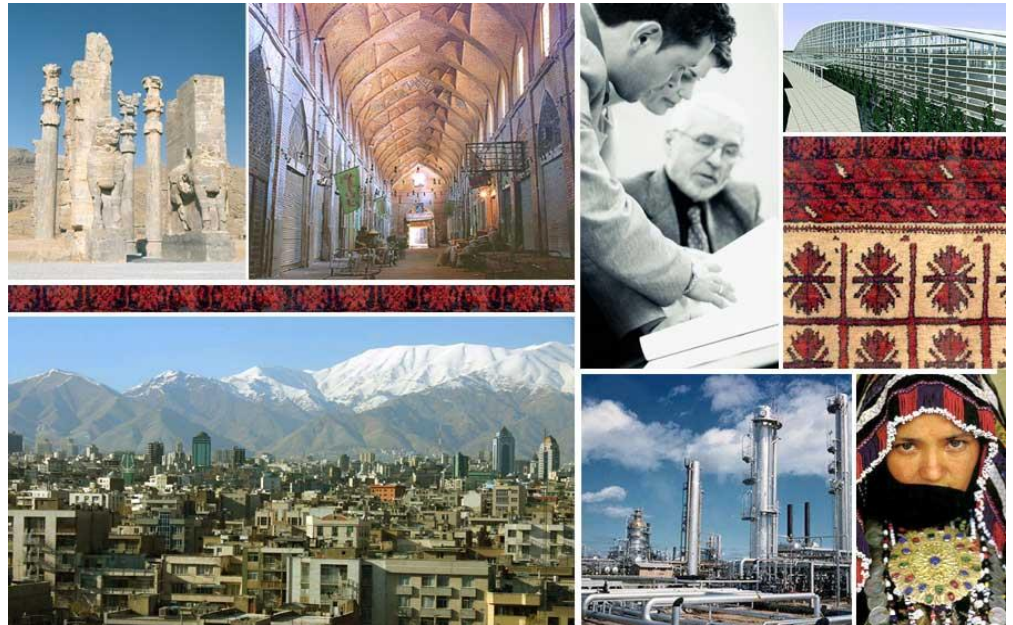
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In today's international and global world where multinational companies enter new and sometimes un-chartered territories, culture plays an important role in how companies operate in new markets. Understanding the cultures, habits, norms, behaviors and values in different countries is seen as a success factor in a new operation. In turn, learning to manage culturally diverse teams and work groups is a constant challenge to multinationals in new countries.

Iran is an emerging market and that has suffered from international isolation for over two decades. The Iranian workforce is educated, sophisticated and has a diverse culture, but it lacks skills.

Atieh International offers workshops to assist multinationals and expatriate businesspeople gain a better understanding of intercultural awareness and communication in the Iranian context. The programs can be delivered for intercultural awareness, expatriate selection, intercultural coaching, working and managing local staff, intercultural teambuilding and understanding negotiation styles in this country. Audiences are diplomats, expatriates, spouses and families, and also Iranian staff and companies working with multinationals.

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Workshop Outlines:

The workshops facilitate better understanding and awareness of the Iranian and multinational culture. Attendees are made aware of cultural misconceptions, how to overcome them, how to work more effectively as teams and learn to develop and communicate with better cultural competence skills.

The workshops can be delivered to different groups and audiences and are usually designed as one day programs, unless otherwise specified. Workshops can include up to 15 participants.

Some of these programs include:

Iran Culture and Society

This program is an introduction to and general awareness of the Iranian culture and society.

The workshop covers an introduction to culture and understanding culture. It continues with an examination of the people, geography, history, society, social etiquettes, gestures, religion and Islam, gender, dress codes, art and music, festivals and rituals, the duality of the culture, proverbs and expressions.



Working with Iranians

“How can I make my colleague feel accountable for his job?”

This program is instrumental in understanding the people management issues in working with Iranians, including how to manage, motivate, praise, punish and reward the workforce. The workshop covers management and communication styles, expectations of the Iranian workforce and an awareness of gender and religious differences in the workplace. Messages and their perceptions are also discussed.



Working with MNCs

“Why are these foreigners so cold and only after performance?”

Iran has suffered from international isolation for over two decades and the understanding of work being “results-oriented” and “performance-driven” is not clear to many Iranian staff. This workshop is designed to assist Iranian managers and staff better understand the multinational corporation, its management style and structure, performance drive, communication and negotiation styles. This program is aimed at Iranians working with multinational companies and expatriates.



Country-specific Intercultural Courses

In order to be “international”, we need the right skills. Part of these skills deal with intercultural awareness about working with different cultures, people and communication styles. The country-specific courses offer an introduction to the culture and society of a country. They offer insight into working with that particular culture, understanding their psyche, habits, norms and behaviors and communication patterns.

Examples include: Working with Norwegians, French, British, Germans or Chinese.



Intercultural Teambuilding

A very effective and interactive workshop which brings cultures together by examining differences and similarities and finding intercultural strengths and tools for enhancing effective performance. Teambuilding is always necessary, not only with mono-cultural teams but even more so with multi-cultural teams. At the end of the day, staff will understand the strengths of individual and group dynamics, become more culturally aware, learn different communication styles across cultures and develop skills to work more effectively in a cross cultural environment.



Intercultural Communication

“Why do we say ‘yes’ when we mean no?”

If “90% of communication is non-verbal”, then intercultural communication becomes even more challenging when working across languages, cultures and communication styles. This workshop is designed to examine different communication styles and to find the right organizational vocabulary and communication for each organization. This examines written and verbal, direct and indirect communication styles and use of language.



Negotiating with Iranians

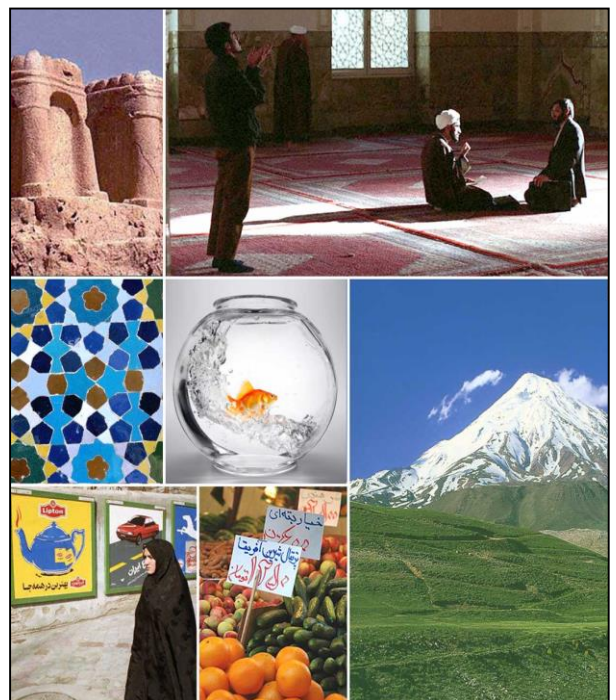
“What do you mean win-win, there is no such thing?”

One of the greatest challenges in international business is negotiating across cultures. Each culture has its own specific attitudes, style, technique and mentality of negotiating. Cultures have different understandings of win-win. This very useful and hands on course examines the Iranian negotiation style, technique and mentality to help multinationals improve their negotiation process with Iranian organizations and counterparts.



Executive Intercultural Coaching

Executive coaching is provided on a one-on-one basis by observing executives in the workplace and coaching them to improve their communication and management techniques in the Iranian context.



Intercultural Assessments for Expatriates

Expatriation, repatriation and culture shock are costly affairs, not only to the organization but to individuals and families. In order to make the right decisions and save costs, Atieh International provides expatriate assessment and selection services to help multinationals identify the right expatriate profiles to work in the Iranian context.

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Workshop Content, Design and Delivery

All workshops are interactive and use real life examples. The workshops have case studies, role playing, scenarios, questionnaires and drama. Workshops are designed with a combination of theory and practice, emphasizing the practical skills and tools to improve communication and effective performance in organizations.

Workshops are generally designed as one day programs but some can be extended over two or three days, depending on the needs of the organization. All of these programs are specifically designed and delivered for individual organizations.

These programs are conducted by various trainers and consultants who have different fields of expertise in intercultural awareness, communication, management, cross-cultural management and negotiation style and practices. Consultants and trainers are available both in Iran and overseas, conducting Iran specific and country specific workshops. Atieh International is affiliated with SIETAR Europa (the Society for Intercultural Education, Training and Research) and has numerous intercultural links with other companies worldwide.

Fees

Programs are priced based on the needs of each organization, however, workshop fees include design and delivery and based on a man day basis, depending on the content and design of each program. This is discussed and clarified with the client in advance.

Our learning and development solutions

Please note, this is the *Iran Awareness Intercultural Suite* of training programs provided by Atieh International and Atieh Group. We also have a training academy which specializes in management, leadership and HR development. For further information on these programs or any other training suite, or HR consulting services, please do not hesitate to contact us.



**For further information or a meeting to discuss what workshop would suit your company need,
please do not hesitate to contact Atieh International**

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