



THE UNIVERSITY OF ALABAMA®

Break Down the Cultural Barriers to Global Business

DATE: **Thursday,
August 29, 2019**

TIME:
10:30-11:30 AM

LOCATION: **Webinar**

FEE: **No Cost**

Join the Alabama International Trade Center and Alabama Language Services for this no cost webinar.

Today we are all part of a global network where success requires navigating through different cultural realities. The vast majority of businesses who conduct business abroad have little understanding about how culture is impacting their work. If you are unaware of these cultural differences, they can make it much more difficult to achieve your business goals. Unless we know how to decode other cultures and break through cultural barriers, we will run the risk of creating misunderstandings and conflicts.

Outline of topics:

1. What is culture?
2. Why learn more on cultural barriers?
3. How to communicate effectively across cultures.
4. The “art” of selling & marketing.
5. How to effectively lead a global team.



[Click here to register.](#)

The *William R. Bennett* Alabama International Trade Center is a member of the Alabama SBDC Network. Funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA). Hosted by The University of Alabama. Nationally accredited by the Association of SBDCs.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Karla Jordan, Box 870396, Tuscaloosa, AL 35487-0396. 1-800-747-2482.