Break Down the Cultural Barriers to Global Business

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.