

## **TRAINING & DEVELOPMENT COURSES**

### **Cultural Intelligence**

**Duration:** 1-2 days

**Course Synopsis**

This course is suitable for all frontline/customer facing staff and management. The course will provide comprehensive awareness and practical knowledge about interactions with diverse communities. Either from a perspective of delivering excellent customer service, strategic planning, or maximising engagement and targeting of diverse communities, this course will enable delegates to become better informed, more confident and empowered to interact effectively. Essential government and EU directives on Racial and other forms of Discrimination will be covered, including Equal Opportunities, Equality Schemes, Diversity, etc. A particular focus is placed on understanding behaviours, lifestyles, cultural customs and etiquettes so that prejudices are challenged or removed, and to appreciate better their motivators/de-motivators. In the business world this knowledge will enable a confident and professional interaction with target customers, as well as providing a competitive edge. The course content will also enable managers to manage a diverse workforce and implement Equality/Diversity requirements in all aspects of employment. Finally, valuing and implementing Diversity in an organisation can positively add to the bottom line as well as many other tangible benefits.

**Content:**

- ◆ **DIVERSITY**, Equality, Equal Opportunities, Multi-Cultural Society-what they mean in practice & how they affect our role. Equality implementation and monitoring.
- ◆ **RACE DISCRIMINATION:** Laws – implications to employers and employees. Race Relations -review of main influencing & causative factors behind racial tensions, including impact of national and international events, prejudice, stereotypes and racial incidents. Practical exercises/scenarios. Other Employment Equality legislation also covered e.g. Age, Disability, Religion & Beliefs, Sexual Orientation, etc.
- ◆ **FAITHS:** Background knowledge of the main world faiths; Broad principles and practices of each faith and their origins, political considerations & cultural sensitivities. Faith issues in the workplace and how to tackle them.
- ◆ **LIFESTYLES:** dress, food etiquettes, people etiquettes & customs, socio-political factors affecting behaviours, education. Relevance of these in professional settings.
- ◆ **COMMUNICATIONS** – understanding languages, greetings, naming systems, body language, business and social interactions. International travel/business challenges.
- ◆ **HEALTHCARE:** understanding key cultural/faith issues related to provision of healthcare; developing cultural competency in delivering professional patient care.
- ◆ **ORGANISATIONAL CULTURE:** business behaviours, employment, recruitment & selection, values, practices, expectations. CSR (Corporate Social Responsibility).
- ◆ **MARKETING:** practical points in marketing to ethnic groups; targeting & engagement strategies; communication channels. Understanding cultural needs of customers.
- ◆ **Exercises:** Group discussions & case studies in diversity/discrimination
- ◆ Open Q&A session

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**Topics can be tailored to suit the needs/priorities of the organisation and delegates attending.**

# Acumen TMC: Company Profile

Acumen was set up in September 2002 by Rauf Mirza (Director).

The vision was to utilise the skills and experiences acquired in the highly competitive pharmaceutical industry to provide effective and practical training and marketing solutions to private and public sector organisations.

The Trainer/Consultant offers to clients a successful track record in Pharmaceutical sales and sales management spanning twenty years in total, of which 16 years were in regional business management and as a national commercial manager. This includes small to medium pharmaceutical companies to multi-national top-10 corporations. Skills offered include sales and management, performance management, people management/leadership, training and coaching, etc. In addition to these, strategic involvement in roles such as Chair of Regional Sports Board, Non-Executive Director of a PCT (Primary Care Trust), Founder/Director of business support organisation, and local authority influence on BAME matters, etc. may add to the wider debate about strategy/policy/regeneration and engagement. The trainer has first hand knowledge of designing and delivering projects aimed at engagement with diverse communities to tackle skills/training, employment, education, health and business matters.

**Other courses** offered include: Marketing, Recruitment & Selection, Selling Skills training, Train the Trainer, Communication Skills, Presentation Skills, Managing People & their Performance/Development, Time Management, Managing Change, Business/Management Coaching, Setting up a Mentoring Scheme & Mentor Training.

**The Trainer is also fluent in Urdu and Punjabi.**

## Clients so far include:

<ul style="list-style-type: none"><li>Staffordshire LSC</li><li>Business Link- Staffs</li><li>RegenWM</li><li>Youth Sport Trust</li><li>MLA-West Midlands</li></ul>	<ul style="list-style-type: none"><li>Jigsaw Project (Burton - on-Trent)</li><li>Environment Agency</li><li>B.R.E.W. (part of DEFRA)</li></ul>	<ul style="list-style-type: none"><li>Stafford Hospitals NHS Trust</li><li>ADSIS- Staffordshire Alcohol &amp; Drug Services</li><li>ODA (Olympic Delivery Authority)</li><li>NHS Stoke-on-Trent</li></ul>
<ul style="list-style-type: none"><li>East Staffs REC</li><li>Staffs County Fire &amp; Rescue Services</li><li>East Staffs Borough Council</li></ul>	<ul style="list-style-type: none"><li>Pharmacia Ltd</li><li>Daiichi-Sankyo Ltd</li><li>Aventis Pharma</li><li>Koenig &amp; Bauer- (KBA) Germany</li><li>Takasago-Japan</li><li>Zinco -Germany</li></ul>	<ul style="list-style-type: none"><li>Blythe Bridge High School</li><li>ADAB – Bury</li><li>AAINA Asian Women’s Group (Walsall)</li></ul>

## Approach/Methods/Values

The style of our training events is always participative, enjoyable and practical. The focus is always on delivering a course which will relate to the real needs of the client and the delegates attending, so that they leave having gained some practical & applied knowledge to make their roles more effective, and increase their individual confidence.

The programme design will incorporate several learning approaches, from PowerPoint presentational slides, to written questionnaires, syndicate sessions, group discussions, role plays and case studies. The emphasis will always be on practical skills rather than just theory.

Delegates will be encouraged to contribute their opinions and experiences throughout. While the sensitivities of individuals and the organisation/dept are always taken into account, Acumen tries to tackle directly the real issues behind topics. An end of course written evaluation from delegates is always carried out to ensure continued improvement of courses and gauge the level of satisfaction of delegates. Copies of feedback forms from previous courses are available on request. Testimonials from delegates are available on the website.

## Professional Fees

Daily rates are very competitive and are based on number of courses planned and delegates attending, etc.

