



COMMISSCEO GLOBAL

Country Specific

Cultural

Awareness

Training: India

Thank you for your interest in our India training.

We do not have set courses – all our courses are designed and delivered per every client's needs.



To give you a flavour of content in an India cultural awareness course, we have an example outline for a day's course below.

The course you receive will differ depending on who is taking the course, why, where and how. For example, a Westerner moving to live and work in India will need to cover different topics to someone trying to remotely manage a team in India. Similarly, a social marketing team targeting the Indian market will need something very different to a team of engineers visiting the country for a 3-month contract.

Course length can also vary from 2 hours to 3 days.

No matter what your interest in India, we can help.

Please [contact us](#) to discuss your needs. We can then best advise on the course best suited to your needs.

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Sample One-Day Course

Content: Doing Business in India

1. Introductions

- ✓ Introduction to the programme
- ✓ Personal learning objectives
- ✓ Why focus on culture? Culture and its implications in international business
- ✓ Developing cultural self-awareness exercise

2. Background – Indian social, political and economic history

- ✓ Cross-cultural analysis: the people, the land, industry/economy
- ✓ India: unity in diversity
- ✓ Major religions in India and their place in everyday life
- ✓ The economic & business environment in India
- ✓ India – 2nd fastest growing economy and its place in the world

3. Mapping Indian culture and values in business

- ✓ Defining Indian culture and values
- ✓ Hierarchy: roots in Hinduism, caste and its influence today
- ✓ Indian business management and organisation style
- ✓ Building relationships: trust and the middle man
- ✓ Networking in India

4. Doing business the Indian way

- ✓ General business etiquette and protocol
- ✓ Underpinning influences on the behaviour in the work place
- ✓ Effective communication: verbal and non-verbal, direct and indirect, formal and informal, using humour
- ✓ Tips on the effective use of virtual communication: e-mail, telephone and teleconferences
- ✓ Places of English, Hindi and local languages in the working places

- ✓ The meaning of “Yes”: Indian “Yes” vs. Western “Yes”
- ✓ Presenting to an Indian audience
- ✓ Networking in India
- ✓ Giving and receiving feedback
- ✓ Taboos
- ✓ Handling disagreements and conflicts
- ✓ Useful phrases

5. Conducting a meeting in India

- ✓ Scheduling a meeting
- ✓ Small talk before doing business
- ✓ Preparation: what to expect and what they expect
- ✓ Structure and pace
- ✓ Negotiation tactics: intuition, feeling and faith in perception of an Indian

6. General tips on social etiquette

- ✓ Table manners and local cuisine
- ✓ Payment protocol: who pays for diners
- ✓ Gift giving
- ✓ Reciprocating
- ✓ Accepting invitations and inviting

7. Critical incidents and scenarios

- ✓ Analysing and examining challenging situations
- ✓ Developing key list of best practices
- ✓ How to develop fruitful relationships with Indian counterparts

8. Summary

- ✓ Questions and answers
- ✓ Reviewing personal learning objectives—have these been met?
- ✓ Action planning
- ✓ Training evaluation

For more information, please contact:

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