



WayAhead Leadership Solutions Pte Ltd

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## CULTURAL BREAKTHROUGH

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In management teams across Asia today a mix of races and nationalities is fast becoming the norm. As large organisations from east and west merge and compete for business in all corners of the globe, leadership teams of mixed gender, race and culture are thrown together and expected to operate as cohesive teams. Performance can be severely hindered if the top team fails to understand each others' cultures and communication styles. WayAhead Leadership Solutions, in collaboration with Bridges Consulting has designed a programme specifically to help bridge cultural gaps, increase understanding and raise team performance.

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This one-day course integrates a proven cross-cultural training methodology with a communication styles programme known as "I-Speak". The **I-Speak Your Language®** model, based on the principles of the **Myers Briggs Type Indicator** (MBTI), has been used by millions of employees in leading companies to develop critical communication skills for a wide range of applications.

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The first part of **Cultural Breakthrough** focuses on defining "culture" and its various components. Once we have a language to clearly define and discuss culture it becomes much easier to discover both its effects and the ways in which we can view cultural differences as an asset, rather than a barrier to teamwork. A series of short exercises and discussions helps participants to recognise their own cultural characteristics, which are then transferred to a chart clearly showing the relative cultural differences, expressed in terms of six dichotomies:



This integrated picture of team's culture is not only a valuable eye opener to the participants but paints a picture for the CEO, clearly showing where the strengths and weaknesses of this cultural mix lie. Armed with this information it becomes crystal clear where developmental work may need to be done to leverage the power of the team's cultural assets.

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The second half of the one-day programme focuses on communication styles and builds on the cultural awakening of the morning's session. It delivers an awareness that:

- Individuals have recognisable and preferred communication styles
- It is possible, even after a relatively short exposure to a person, to identify his or her communication style
- People communicate most effectively with individuals whose styles are similar to their own and have greater difficulty communicating with people who exhibit dissimilar communication styles
- People can modify their styles to 'speak the language' of others and become more effective and more influential

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## I-Speak® Questionnaire - A Survey of Personal Styles

The heart of the **I-Speak®** programme is a self-scoring questionnaire that gives team members a profile of their predominant communication style. The four main categories are *Intuitior*, *Thinker*, *Senser* and *Feeler* with back-up and 'under-stress' styles for each category. Designed to promote team development through increased self-awareness and identification of the styles of others, the questionnaire is used to direct discussions that help managers to:

- Maximise the strengths of their communication style
- Improve their communication skills
- Develop more successful business relationships
- Learn how differences among team members enhance or hinder their ability to work effectively with each other

This focused, one-day programme brings about a dramatic change in the way the senior management team sees themselves and others. Reasons for frustrating obstacles in communication between employees in the past suddenly become clear, making way for better clarity and effectiveness of communication in the future.