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A CALENDAR 2009 PROGRAM!



Margaret Bornhorst
Cross-Cultural

Practical and enjoyable, non-Indigenous cross-cultural training at its best!

Advice and Training

Margaret Bornhorst offers a range of cross-cultural advisory and training services to Queensland business, government, and NGO organizations.

About

Margaret Bornhorst's Training Programs

Over many years Margaret has developed a training style/philosophy which is practical in its focus and which personally engages and motivates people.

Her programs are packed with opportunities for participants to identify and share personal experiences of culture and language in the process of acquiring strategies for enhancing personal and organizational performance. Key academic models create a solid theoretical framework for personal experiences, and help transfer learning to the workplace.

Margaret draws on a wide range of academic traditions including history, linguistics, psychology, sociology, anthropology, and archaeology. Her classrooms are filled with laughter and insights. People emerge from this training much more confident about cross-cultural interactions.

For more information on her background, and on her other programs, visit her website and subscribe to her research database.

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Culturally Competent Customer Service

A half-day for customer service and other public contact staff of Queensland commercial and industrial businesses

Cultural diversity is a business opportunity!

Many businesses are now located in communities with visible cultural diversity. But how many of these businesses are recognizing, and taking advantage of, the opportunities that these new and growing ethnic communities represent for them, both as customers and as employees?

The **first step** is to identify the ethnic composition of your area.

The **second step** is to assess the customer and employee potential of these ethnic communities for your particular business.

The **third step** is to identify whether your current staff are comfortable interacting with people who look different from themselves, or who sound different from themselves. If they are not comfortable, then they may be sending negative signals to those customers. Even when there is no overt discourtesy, customers may be put off, not feel welcome.

The **fourth step** will depend on what you have discovered so far. It may be seeking out leaders of local ethnic communities to get to know them better and break down barriers. It may be

some in-house cross-cultural training. It may be seeking advice on how to embrace cultural diversity as a complete business. It may be employing people from key ethnic community groups.

A great start is to attend a good introductory cross-cultural training program like this one, or send some key managers, supervisors, or customer service staff.

This half-day customer service program: a solid introduction

Acquiring cultural competence is an ongoing process. This program offers a solid introduction to the elements critical to both individual and organizational cultural competence. It identifies the organizational values and policies needed to support culturally competent employees, and provides staff with an introduction to the atti-

tudes/values, knowledge/information, and skills which will set them on the track to comfortable and confident interactions with their culturally and linguistically diverse clientele.

Program Segments

- How your staff and business both benefit from cultural competence;
- Definition of cultural competence for organizations and individuals;
- Ethnic and linguistic statistics for your area;
- Critical cultural differences influencing interactions with customers, and interactions between culturally-different work colleagues;
- Important information on the migration/refugee experience including culture shock;
- How to recognize linguistic proficiency and improving your ability to understand English through unfamiliar accents.

In-house delivery or Calendar program?

The 2009 Calendar dates are on the next page of this information sheet. The most cost-effective way to train 20 or more people is to arrange in-house delivery of this program.



What participants have said about *Culturally Competent Customer Service*

'I enjoyed the organised manner of the presenter. Margaret gave energy and enthusiasm and I feel motivated to learn more about cultural issues.' 'It's marvelous to have a presenter who has a passion for her work and is able to share it so well.' 'Thank you for a great experience.' 'Excellent information and terrific stories to back up points.' 'I like the way that the facilitator encouraged the group to identify their own experiences and share them - greater impact!'

