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CLIENTS INCLUDE:

- The Judicial Institute,
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- Sears Roebuck and Company
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- The JAN Companies
- Southern New Hampshire Medical Center
- Dartmouth-Hitchcock Medical Center
 - Lowe's Companies
 - Brockton Public Schools
- Westchester County Probation Department
- Massachusetts State Lottery Commission

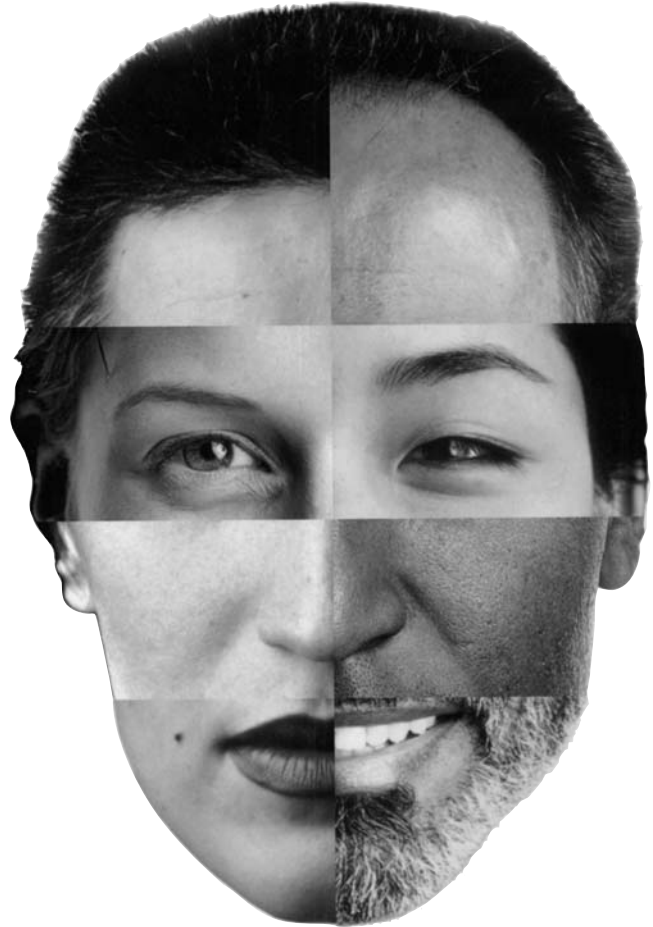
*Did you know that Murphy Associates also offers
Occupational Spanish and Customer Service training? Call
978.462.9081 or email: murphyassocs@comcast.net
for more information.*

M U R P H Y

A S S O C I A T E S

Enhancing business results through people™

CROSS- CULTURAL TRAINING



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THE multi-cultural makeup of America is more visible and dynamic today than ever before. Globalization has mandated that American society constantly changes and adjusts to inter-cultural relationships in the workplace. These relationships can provide organizations with many avenues to new business opportunities while, at the same time, they can offer all members of an organization unique opportunities to expand personal horizons.

CULTURE – A DEFINITION

But, what exactly is culture? Culture is what makes us who we are. It's all around us – it's our environment, it's our technology, it's how we work and how we choose to spend our free time. It's our concept of family, of education, of health and wellness. Our culture is embodied in our values, our beliefs, our traditions and our customs. Most of the time we are truly unaware of the impact of our own culture until we interact with someone from a different culture. All of a sudden we find ourselves experiencing behaviors, mannerisms and attitudes which, to our way of thinking, are abnormal, inappropriate or simply wrong. When, in reality, what we are experiencing is culture clash brought about by a lack of understanding about this other culture.

THE IMPACT OF CULTURE CLASH

In the workplace, culture clash can give rise to misunderstandings and suspicions, which create tension and friction. When left unchecked, cultural clash can break down morale, breeding distrust and disharmony in the workplace. This downward spiraling effect leads to decreased productivity, poor quality service, infighting and increased worker attrition.

THE SOLUTION? CROSS-CULTURAL TRAINING

It is understanding the differences across cultures that fosters tolerance, respect and mutual growth while leveraging the talents and strengths of all cultures. And cross-cultural training facilitates that process.

Murphy Associates offers a variety of cross-cultural training initiatives to meet the needs of today's organizations. Our *In the Workplace* series is structured to provide insight and information in order to develop awareness, appreciation and understanding of other cultures. This series currently addresses: *Hispanic, Brazilian, Haitian, Chinese, Cambodian, Vietnamese, Hmong, Japanese, Korean, Russian, Polish, Bosnian, Arab and African-American* cultures. Each program deals with an array of topics such as language & communication style, family values, traditions & customs, religion and gender issues along with a small language component.

Murphy Associates' *Doing Business In* series offers a combination of cross-cultural and "survival" language skills training. These programs pave the way for business opportunities through enhanced cross-cultural relationships. Programs currently include: *Doing Business in Latin America, Doing Business in France* and *Doing Business in Japan*.

FOR MORE INFORMATION

Want to learn more? Then contact Karen Murphy at Murphy Associates at 978.462.9081 for more information.

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