



Training module: Culture & communication in virtual teams: Switching on the real power of virtual teamwork

Project outline

Working alongside Kuhnke Communication as an associate training partner, **expatknowhow** helped prepare and deliver a tailor-made training programme to an audience of senior executives from a major global energy corporation.

An innovative leader in the sector, our client recognises the value of the highly specialist knowledge and expertise collectively held within its extensive workforce of industry professionals at locations all around the world. To ensure the sharing and retention of critical skills within the organization, it is establishing a virtual network of expertise groups.

The initiative was launched at 'The Commercial Expertise Forum' held in the UK where the business is headquartered; key staff based in regional offices were invited to learn about the protocols of setting up, managing and working as part of a culturally and geographically diverse team.

Delivering the solution

Held over two and a half days, the event was structured to blend theory with practical experience in an environment where inter-company relationships could be encouraged and cultivated. The multi-cultural audience was made up of delegates representing the business from around the world including Europe, the Middle East, Asia, Australia, the USA and South America.

Training was delivered in three core modules;

- **'Culture & Communications in Virtual Teams'** explored the unique nature of a virtual group and encompassed cultural awareness, communication dynamics and managing conflict.
- **'Establishing Virtual Team Protocols'** took an in-depth look at the processes involved in creating an effective virtual team in which differences in culture and nationality present no barriers to performance.
- **'Challenges of a Virtual Team: Interactive Session'** was a practical module designed to give delegates the opportunity to put their learning into practice. Through challenges that simulated business tasks, delegates were given a realistic insight into the issues of working as part of a team with no face to face contact, no shared language and no common culture.

Outcome

The Forum, which is expected to become a regular event, successfully achieved the key objectives of our client by;

- Establishing initial relationships between virtual team members.
- Creating awareness of the complex characteristics of virtual teams.
- Setting out the fundamental framework for clear protocols and processes.
- Giving delegates the experience to work in their teams, applying their learning to real tasks.

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