



SIETARINDIA
Society for Intercultural Education
Training and Research

Online Tools for Virtual or Live Intercultural Training

A SIETAR India Learning Event

Mumbai, Friday 26 August

Date: Friday, 26 August 2011

Venue: Goethe- Institute Max
Mueller Bhavan

(Language Dept, 2nd Floor)
K. Dubhash Marg, Kala Choda,
Fort, Mumbai 400 001

Time: 6pm to 8pm

Fee: SIETAR members Rs. 100,
Non Members Rs. 200

**Please reserve a seat for this
event by contacting:**

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There is a growing need for interculturalists to have a sound understanding of existing tools for online and virtual training. A faltering global economy combined with a push to move into diverse markets has corporations looking for cost effective programs to develop intercultural competencies for their executives. This highly interactive presentation will demonstrate how web-based tools with intercultural profile assessments can be used to: 1) Move beyond cultural generalizations and assumptions, 2) Create more targeted and specific training and consulting programs and 3) Improve communication between individuals and teams with simple customized role plays

About the tools: This presentation will feature four online intercultural tools including:

- GlobeSmart by Aperian Global
- Culture Wizard by RW3
- Country Navigator/World Prism by TMA
- Cultural Navigator by TMC (property of Berlitz)

The presentation will also include a demonstration on how to compare individual profiles using these tools, how they can help avoid stereotyping and how they can prevent misguided

intercultural coaching and training. Case studies that compare the methods used in various training situations will also be provided. Additionally, participants will participate in role plays that will be created and customized based on profile results.

Presenter: Shelley Morrison is an experienced educator, coach, trainer and facilitator. Her firm, Shelley Morrison Associates, provides consulting and training in marketing, negotiations, communications and intercultural relations for her corporate, non-profit and higher education clients. Shelley Morrison Associates is based in Seattle, Washington and provides services directly to clients as well as through affiliations with other global talent development companies. Shelley is a certified administrator of the MBTI (Myers Briggs), DISC, the IDI (Intercultural Development Inventory) and the Intercultural Conflict Style Inventory. Shelley also has over 25 years of professional experience which includes broadcast journalism and executive roles in communication, sales and marketing. She was a featured speaker at *Moving Beyond Mobility* in Berlin, the SIETAR USA Conferences 2009 and 2011, the University of Washington's MBA Global Forum and their Foundation for International Understanding through Students. Shelley's presentation for this Mumbai learning event will be on the same topic which she presented at the SIETAR Denver conference earlier this year.