



HOFSTEDE CULTURE IN THE WORKPLACE QUESTIONNAIRE™ CERTIFICATION

Price:
\$2,400 per pax

UTAP Subsidy up to SGD500 available*
Enquire Now!



WHO IS THIS PROGRAM FOR?

Those who:

- Are already certified trainers, coaches, and consultants looking to expand and develop their practice in Cross-Culture
- Are existing Cross-Cultural trainers, coaches, and consultants looking for a credible cross culture tool and framework backed by research
- Want to become internal coaches and consultants within their organizations, and tackle cross-cultural issues as part of their career progression
- Would like to help organizations move forward in their strategy by utilizing the six cultural dimensions as researched by Professor Geert Hofstede

WHY CROSS-CULTURE?

There is little doubt that globalization has changed the face of business. Traditionally, people working across cultures were either business travelers going to different countries or expatriates living in countries that were not their own.

Today, the implication goes far beyond. People working across cultures are often local workforce, living in their own country and interacting virtually with people from other countries – countries they may have never visited or had any exposure to. This necessitates attention on developing the skill set needed to work with international stakeholders in a complex, cross-border, multicultural environment.

WHAT WILL YOU LEARN?

On completion of:

Hofstede CWQ Associate Certification

You will be able to confidently use and interpret the Hofstede CWQ in one-to-one and/or group feedback situations.

On completion of:

Hofstede CWQ Consultant Certification

You will be able to use the necessary consulting skill set needed to successfully develop and implement a cross-cultural consulting solution for your clients

WHY BE HOFSTEDE CWQ CERTIFIED?

- Based on the most extensive global research by Prof. Geert Hofstede
- Online tool that has been validated by 20 years of collecting customer data against Geert Hofstede's research
- Personalizes cross culture orientation profile to facilitate individual action
- Establish common cross culture language and profiles to facilitate global team effectiveness
- Enhance cross-cultural, interpersonal interactions
- Accelerate the development of a global mindset
- Enhance productivity and drive business results
- Recalibrate business processes and practices by considering how cross-culture impacts the working environment



HOFSTEDE CWQ CERTIFICATION ROADMAP



On successful completion of the examination, you will receive a Hofstede CWQ Certified Associate certificate endorsed by Prof. Geert Hofstede and signed by your Master Certifier and Academy for Mastery. You will also have the option of continuing on to becoming a Hofstede CWQ Certified Consultant. The roadmaps of the certification processes are illustrated below.

HOFSTEDE CWQ CERTIFICATIONS PROCESSES



REGISTER NOW!

Please email us@
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