

Sample Course Outline

Working Effectively with India



Course Content

Welcome, Introduction and Agenda

Understanding Key Cultural Values

Brief History

Civilisation 5000+ years (Video clips & maps)
British influence 300+ years
Since Independence 1947
Rapid progress in one generation

Geography

Land, Climate, Resources

People

Identity / Diversity / Languages / Dialects
Sophisticated "New Indians"
Urban middle class, under-educated rural poor

Religion

Hindus, Muslims, Sikhs, Buddhists, Christians
Beliefs and Value Systems
Philosophy / Astrology



The Indian Mindset

- How do Indians see you - in general and as business people?
- How do you see your Indian partners?
- Indian underpinning influences and behaviours
- Lifestyle and aspirations

Ready for Business

- Building relationships
- Courtesy, generosity and hospitality
- Dealing with personal questions
- Trust
- Patience
- Time: deadlines and schedules; dealing with Indian "stretchable" time

Getting down to business

- The role of the individual within the organisation, family and society
- Preferred leadership styles: deference for age and seniority, outward signs of demonstrating respect for seniors, establishing credibility
- Punctuality, reprioritisation, multi-tasking
- Time expectations of the Western business professional
- Decision-making, commitment, fatalism
- Negotiation
- Presentations

Communicating in India

- English language skills and the rise of “Hinglish”
- Interpreting indirect language
- The multiple meanings of ‘yes’
- Avoiding saying ‘no’
- Understanding silence
- Humour, sarcasm, irony and self-deprecation

Meeting and greeting

- Naming conventions and titles
- Business cards
- Rhythm of business – work week, religious and cultural holidays
- Etiquette – face to face and on the telephone

Business and socialising

- Gift-giving
- Business dinners
- Hosting Indians in the UK

Conclusion

Final tips, questions and round up.

What our Clients say about this course...

“Engaging Trainer. Clear understanding / insight into the subject, seemed genuinely interested in what we wanted to get from the course/ how it applied to our roles.”

Royal Society of Chemistry

“Excellent day, very informative, will come in handy in the future, when dealing with India.”

Edrington Group

“Very well-run training day. Entertaining and packed with information.”

Sentec

“Thank you for this wonderful course. The content was so interesting and completely relevant to the work/ relationships we hold. I will definitely be applying all that I have learned today, day to day both in work and outside.”

BNP Paribas

“Gave me important advice on how to approach a different culture.”

Honda