

PART I: CROSS-CULTURAL KNOWLEDGE ASSESSMENT

Step A: IMPORTANCE TO OUR WORK

Please cover the right hand scale and go through all the items rating their importance to your work. Record your rating by circling the appropriate number on the 5 point scale in the left hand scale. 1=low, 5=high. Rate all items before you go to the next step.

Step B: PERSONAL NEED FOR DEVELOPMENT

Please cover your response in the left hand scale. Start again at item #1. Provide your opinion on the need for training and development for yourself by circling the appropriate number on the 5 point scale for each item in the right hand scale. 1=low, 5=high.

Step C: Multiply the importance score and the need score to get your overall score for each item on the list. If the overall score for any item is greater than 9, you will want to improve your cultural knowledge before pursuing international business leads.

Importance to Work	Item	Need For Development
1 2 3 4 5	1. Able to entertain foreign business delegates successfully.	1 2 3 4 5
1 2 3 4 5	2. Able to greet people and respond to their greetings correctly (in English even).	1 2 3 4 5
1 2 3 4 5	3. Able to say “No” politely.	1 2 3 4 5
1 2 3 4 5	4. Know the ways in which your counterparts make decisions (their values, attitudes, and process).	1 2 3 4 5
1 2 3 4 5	5. Be able to negotiate win-win contracts using subjective negotiating strategies.	1 2 3 4 5
1 2 3 4 5	6. Know which subjects are taboo and which subjects will further your relationship in business conversations.	1 2 3 4 5
1 2 3 4 5	7. Be able to use titles and names correctly so as to not offend.	1 2 3 4 5
1 2 3 4 5	8. Know the customs around personal space and touching.	1 2 3 4 5
1 2 3 4 5	9. Know the customs around gift-giving and how to deal with those customs within the constraints of your business.	1 2 3 4 5
1 2 3 4 5	10. Know the ways in which employer-employee relationships work.	1 2 3 4 5

PART II: CROSS-CULTURAL PREPARATION ASSESSMENT

1. What preparation have you already done in terms of cultural training? (Indicate your choice(s) by a check; you may check as many as you wish.)
 - None
 - Talked with Canadians from that culture
 - Read about that culture
 - Taken cultural training
 - Traveled in that country on business or holidays
 - Participated in a cultural exchange
 - Lived in that country

2. Do you read international newspapers? (Check one)
 - Never
 - Once per year
 - Once per month
 - Once per week
 - Once per day

3. Do you know anyone personally or professionally from your counterpart's country?
YES NO

4. What contact have you had with your foreign counterpart? (Indicate your choice(s) with a check; you may choose as many as you wish.)
 - None
 - Phone conversation
 - Face to face meetings in their country
 - Face to face meetings in Canada
 - Spent several weeks with them in their country conversing on a daily basis
 - Other _____
(please specify)

5. In what situations do you feel your lack of cultural knowledge/skills is problematic? (Indicate your choices(s) with a check; you may choose as many as you wish.)
 - Negotiating strategies
 - Business entertaining
 - Titles and forms of address
 - Gestures
 - Giving gifts
 - Appropriate dress
 - Cognitive style
 - Value system
 - Business Practices
 - Other _____ (please specify)

6. Please rank the following in order of your interest in attending a training about each topic. (Place a '1' beside the topic that is most important for you to learn about, a '2' beside your next choice and so on.) RANK ORDER

_____ How to socialize in the community
_____ How to entertain business counterparts
_____ How to negotiate culturally sensitive win-win contracts
_____ How employer-employee relationships work
_____ How to use titles and names correctly

7. What do you need to accomplish in the first 30 days in your new work environment? (Indicate your choice(s) with a check; you may check as many as you wish.) CHECKLIST

- Take business counterpart out for a lunch/dinner
- Introduce yourself to new associates
- Participate in meetings
- Make polite disagreement
- Hire people
- Notify someone of a problem
- Say "NO" politely
- Sell ideas or products
- Make appointments with decision makers
- Make a toast
- Negotiate a contract
- Initiate changes to work routines
- Other _____
(please specify)

8. How would you describe your knowledge and skills in the culture in which you will be immersed? (Circle one number)

None 1 2 3 4 5 Extensive

9. What do you think your foreign counterparts would identify as challenges in working with you? (Indicate your choice(s) with a check; you may check as many as you wish.)

- Body language
- Conversations
- Business jargon
- Business practices
- Social customs
- Differences in values and beliefs
- Other _____
(please specify)

10. Will you have access to cultural interpreters?

YES NO