

Babel

LANGUAGE AND CULTURAL TRAINING



Our **Doing Business in South Korea** programme will help you gain an understanding of Korea's work culture and business organisation so that you will become more effective when working with your Korean counterparts.

We will provide tips for communicating clearly and offer opportunities to practice work situations to allow you to build rapport, influence and reach agreement with your Korean colleagues more easily.

The programme is led by experienced cultural trainers who have an appreciation and understanding of cultural differences having lived and worked overseas for many years. It will provide you with a framework of practical, actionable advice.

Programme objectives:

This tailored programme will help you:

- Learn about your own cultural preferences and how these impact on others
- Discover the cultural values and preferences of Korea
- Know how and when you need to modify your behaviour to create a positive impression and avoid giving unintentional offence
- Use a range of techniques for effective communication
- Learn practical business tips that will be immediately useful.

DOING BUSINESS IN SOUTH KOREA

COURSE OUTLINE

Course Design

This course is designed to be delivered either face-to-face or in live online modules and offers opportunities to contribute to polls, take part in exercises, and participate in group discussions.

Course Duration

Face-to-face: 1 day or half day

Online: Two x half-days or four x 90-minute modules.

Group Size

We recommend a maximum group size of 14 but larger groups can be accommodated.

Course Fee

Our fees depend on the course duration, how many participants will be attending and the scale of the overall programme. We are happy to work within a defined budget.

Contact

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Brief Introduction to Korea

- Geography and geo-politics
- Demographics
- Education system
- Social and economic factors
- Confucianism and social relationships

What have you observed so far?

- Underlying values, attitudes and expectations driving behaviour
- Core cultural values including: Harmony, Face (Chaemyoun) and the concept of 'kibun' which relates to pride and mood
- Potential clashes with your own culture

Working with your Korean counterparts

- 'Uri' - the emphasis on shared experiences and belonging
- Hierarchy, status and age
- Punctuality, deadlines and schedules
- Truth and harmony

- Work ethic, life-work balance
- Building trust in the decision-making process
- Recognising disagreements and avoiding conflict

Communication Preferences

- The Korean language
- High-context communication: giving and receiving feedback
- Back practice for virtual communication
- Small talk and topics to avoid
- Korean business titles

Strategies for Working Effectively Together:

Delegates put together an action plan of practical dos and don'ts with useful tips that will help get the best out of their relationships with Korean counterparts.



Language Training

Babel offers inspiring and interactive lessons in all major languages from Beginners to Advanced. Tailored to your own specific goals and scheduled at a convenient time, you'll receive support and motivation from your own native-speaking tutor.

Cross-Cultural Training

Cultural competency is a skill for anyone working in a global organisation. We help people recognise and understand the inevitable cultural differences they encounter and develop the skills necessary to successfully manage these differences.