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COURSE BROCHURE

Advanced Cultural Intelligence and Cross-Cultural Negotiation Training Course

13 – 24 September 2027
Madrid

Advanced Cultural Intelligence and Cross-Cultural Negotiation Training Course

Ref: 2546_96781 **Date:** 13 – 24 September 2027 **Location:** Madrid **Fees:** 9500 GBP

Cultural Intelligence and Cross-Cultural Negotiation is a 2-week advanced training course for managers who lead multicultural teams and leaders who represent their organisation across the table from clients and partners abroad, built around a cross-cultural negotiation playbook. Mixed-nationality teams, remote collaboration and cross-border deals now decide whether agreements hold and whether diverse teams perform. Jupiter Prime Training delivers this Cultural Intelligence and Cross-Cultural Negotiation course for leaders working between cultures.

Why Cultural Intelligence and Cross-Cultural Negotiation Matters Now

Three pressures shape this field. Clients and suppliers increasingly sit in other time zones and bring different expectations about trust, hierarchy and time. Teams combine many nationalities and generations, often working through screens rather than in one room. Partners and clients judge a counterpart on respect as much as on price. An organisation that reads these signals well closes durable agreements, keeps talented people and avoids the quiet friction that slows joint work. One that misreads them loses deals at the relationship stage and sees misunderstandings harden into conflict. The course rests on cultural intelligence and its four capabilities: drive, knowledge, strategy and action.

Who Gains Most from Cultural Intelligence and Cross-Cultural Negotiation

- Leaders responsible for the cohesion and output of teams spread across several nationalities and locations
- Client-facing heads who own relationships with overseas buyers, distributors or joint-venture partners
- Commercial and procurement leads who prepare and conduct negotiations with foreign counterparts
- Talent and inclusion leads who shape onboarding, feedback and recognition for internationally mixed staff
- Project and alliance managers who coordinate contributors from partner organisations abroad

A regional leadership group or an account team that negotiates as a unit gains most when several members attend together and agree a shared approach.

Cultural Intelligence and Cross-Cultural Negotiation Capabilities

Participants move from noticing cultural difference to acting on it deliberately, at the bargaining table and inside their own teams.

- Assess their own cultural intelligence profile and blind spots — personal development choices and coaching priorities
- Map a counterpart's expectations on trust, hierarchy and time — negotiation preparation and opening moves
- Design concession and offer sequences suited to the counterpart's decision style — deal structure and walk-away limits
- Apply mediation and repair techniques to cross-cultural disputes — team leaders and partner relationships
- Build inclusive meeting, feedback and recognition routines — multicultural team members
- Communicate proposals in high-context and low-context styles as needed — clients and senior sponsors

Key Cultural Intelligence and Cross-Cultural Negotiation Terms

- Cultural intelligence — the capability to recognise cultural cues and adjust thinking and behaviour to work effectively across cultures.
- High-context communication — a style where meaning sits in relationship, tone and setting more than in the explicit words spoken.
- Walk-away alternative — the strongest option outside the deal; the course of action a party takes if talks fail.
- Face — the public dignity and standing a person or group expects others to protect during an exchange.
- Power distance — the degree to which people accept and expect unequal authority between ranks in a group.
- Code-switching — consciously shifting language, tone or behaviour to fit the norms of a different cultural setting.

Cultural Intelligence and Cross-Cultural Negotiation Day by Day

Day 1: The Forces Behind Cultural Difference

- Cultural Iceberg Mapping — Visible Behaviour Versus Hidden Values
- Value Orientation Contrasts — Individual And Group Priorities In Teams
- Cross-Border Business Trends — Where Cultural Friction Costs Most
- Personal Cultural Lens Audit — Assumptions Leaders Carry Into Meetings
- Stereotype Versus Generalisation Test — Fair Judgement Of Counterparts

Day 2: Building Cultural Intelligence

- Cultural Intelligence Self-Assessment — Personal Development Priorities
- Cultural Drive And Motivation — Sustaining Effort In Unfamiliar Settings
- Cultural Knowledge Building — Researching A New Market Or Team
- Cultural Strategy And Planning — Anticipating Cues Before Interactions
- Cultural Action Repertoire — Adjusting Speech, Gesture And Pace

Day 3: Communication Across Contexts

- High-Context And Low-Context Messaging — Choosing Direct Or Indirect Wording
- Silence, Pause And Turn-Taking Norms — Reading Agreement Correctly
- Non-Verbal Signal Interpretation — Avoiding Misread Intentions
- Written Tone Calibration — Emails And Proposals For Foreign Clients
- Interpreter Briefing Routine — Accuracy In Multilingual Meetings

Day 4: Trust, Hierarchy And Time

- Task-Based Versus Relationship-Based Trust — Pacing Client Engagement
- Power Distance Signals — Who Speaks And Who Decides
- Linear And Flexible Time Orientation — Deadlines And Meeting Discipline
- Face-Saving Protocols — Delivering Bad News Without Damage
- Gift, Hospitality And Etiquette Norms — Relationship Building Choices

Day 5: Preparing A Cross-Cultural Negotiation

- Counterpart Cultural Profile — Expectations Of The Other Delegation
- Walk-Away Alternative And Reservation Point — Limits Before Talks Begin
- Interest And Position Mapping — Hidden Priorities Behind Demands
- Delegation Roles And Mandate — Authority To Commit At The Table
- Opening Offer Anchoring — First Proposal Across Bargaining Styles

Day 6: Conducting The Negotiation

- Concession Sequencing Plan — Reciprocity Expectations Across Cultures
- Questioning And Active Listening Drills — Surfacing Unspoken Constraints
- Deadlock Recognition And Breaks — Reopening Stalled Talks
- Multi-Issue Package Trading — Creating Value Beyond Price
- Agreement Wording And Follow-Up — Durable Commitments After Signing

Day 7: Conflict And Repair Across Cultures

- Conflict Style Inventory — Avoidance, Confrontation And Third-Party Preferences
- Cross-Cultural Mediation Steps — Resolving Disputes Between Team Members
- Apology And Repair Rituals — Restoring Partner Relationships
- Escalation Path Design — When To Involve Senior Sponsors
- Conflict Case Debrief Template — Lessons From A Failed Deal

Day 8: Inclusive Leadership Of Multicultural Teams

- Inclusive Meeting Design — Voice For Quieter And Remote Members
- Feedback Style Adaptation — Direct And Indirect Developmental Messages
- Recognition And Reward Preferences — Motivating Diverse Contributors
- Psychological Safety Pulse Check — Spotting Withdrawal Early
- Onboarding Rituals For New Nationalities — Faster Team Integration

Day 9: Global Team Performance

- Team Charter For Mixed-Nationality Groups — Shared Working Norms
- Virtual Collaboration Rhythm — Time Zones And Response Expectations
- Decision Rights Matrix — Consensus Versus Leader-Led Choices
- Team Health Indicators — Cohesion, Output And Turnover Signals
- Sector Cases In Energy And Hospitality — Cultural Fit Of Joint Teams

Day 10: Practising The Cross-Cultural Negotiation Playbook

- Self-Assessment Profile Review — Personal Action Points From Earlier Days
- Full Negotiation Simulation — Applying Preparation And Concession Plans
- Mediation Role-Play — Applying Repair Steps To A Team Dispute
- Peer Coaching Exchange — Feedback On Communication Adjustments
- Cross-Cultural Negotiation Playbook Completion — Ready For The Next Deal

Applying Cultural Intelligence and Cross-Cultural Negotiation After the Course

- Run a counterpart cultural profile and walk-away alternative review with the account team before the next foreign client meeting.
- Facilitate a team charter session with a mixed-nationality group to agree meeting, feedback and response norms.

Cultural Intelligence and Cross-Cultural Negotiation Questions FAQ

What is Cultural Intelligence and Cross-Cultural Negotiation, and why does it matter now?

It is the capability to read cultural cues and adapt behaviour, applied to leading diverse teams and bargaining with foreign counterparts. It matters now because deals and teams increasingly cross borders, and misread expectations about trust, hierarchy or time cost agreements and talent.

Which roles gain most from Cultural Intelligence and Cross-Cultural Negotiation?

Leaders of multicultural teams and client-facing heads gain most. Commercial, procurement, alliance and talent leads also benefit, because they prepare negotiations, manage partner relationships or shape how internationally mixed staff are onboarded, coached and recognised.

How does Cultural Intelligence and Cross-Cultural Negotiation differ from a general negotiation skills course?

It differs by putting culture at the centre of every step. A general negotiation course teaches bargaining mechanics; here you also profile counterparts' values, adapt communication style, protect face and lead diverse teams, so tactics fit the people across the table.

What do you bring back from Cultural Intelligence and Cross-Cultural Negotiation?

You bring back a personal cultural intelligence development plan and a negotiation playbook for real counterparts. It sets out cultural profiles, concession sequences, communication adjustments and repair steps you can use with your team and clients straight away.

Cultural Intelligence and Cross-Cultural Negotiation: The Way Forward

The cross-cultural negotiation playbook first informs how the next foreign delegation is approached: who leads, what opens the talks and which concessions are held back. Account leads and team managers use it before every cross-border meeting. After its first use, the counterpart profile deserves revisiting, since real reactions at the table show which cultural assumptions held and which need correcting.