



# Griffin

# Training

Solutions for a modern  
workforce

**Multi-Cultural**

**Workforce**

**Training**

**Courses**

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[www.griffin.ie](http://www.griffin.ie)

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## ***An Introduction to Irish Culture***

Non-nationals who enter Ireland often know very little about Irish history and culture. As a result they often struggle to understand the way things work and run in Ireland. They struggle to serve Irish customers, work in an Irish workforce and integrate properly into society. This struggle can have a negative affect on a workforce whose members are not Irish. Non-national employees will grapple with the problems of interacting with Irish staff, each other, managers, supervisors and clients. This can lead to drop in work satisfaction, customer services, productivity and ultimately profitability.

This cultural dilemma can be solved by giving non-national employees an introduction to Irish culture. By teaching them “Irishness” through basic history, concepts of respect and manners, work ethics and what is expected of staff in an Irish workforce they will be able to integrate more effectively and efficiently and thereby become assets to their employers.

This course is designed to highlight the key aspects of Irish culture that are applicable to business. Aspects such as concepts of respect, manners, professional etiquette and verbal and non-verbal communication are dealt with in-depth. As with all our courses practical examples and implications are brought up in the seminars and employees will have an opportunity to practice what they have learnt. We also offer a free follow up service on all our courses to ensure the best possible results.

### **Objective:**

- To introduce non-nationals to Irish culture
- To help facilitate the transition from a foreign culture to an Irish culture
- To improve inter-personal communication between staff, management and clients
- To asst non-nations to understand Irish concepts of respect and manners
- Ultimately the course aims to improve the services provided by non-nationals

### **Content:**

- A short introduction to Irish history
  - Irish worldviews
  - Irish concepts of respect, success, value systems, and hierarchy
  - Irish forms of communication
  - Working within an Irish culture
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- Avoiding discrimination within an Irish workforce
  - Practical implications of Irish culture on non-nationals
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## ***Managing a Multi-cultural Workforce***

Words make up only 10% of the English language! The majority of communication in any language rests with the interpretation of words. This interpretation is clouded by ones culture, history, upbringing and worldviews. This means that even though some cultures speak the same language they still struggle to communicate. Often managers have this same problem

It is a known fact that Ireland is changing. With immigration increasing Irish society is beginning to change and so are its workforces. These new diverse workforces offer many advantages to Irish companies and the Irish labour market. Such advantages as access to uniquely skilled labour, abundant labour and labour at premium rates will be great assets to the Irish economy.

However, these diverse workforces also come with disadvantages. Whenever diverse cultures interact; miscommunication, tension and often conflict can arise. Managers who are not trained in intercultural relations often struggle to get the best out of their workforce. They can misunderstand cultural concepts, such as concepts of time, respect, and success. It is possible that they struggle to communicate with employees of different backgrounds and this can cause delays or even failure in projects, poor usage of resources and lower productivity.

When managers struggle to communicate with their workforces a company runs like an engine without oil. Employees become disgruntled, managers feel frustrated, resources are wasted, productivity suffers and ultimately profitability falls.

The answer is training. Managers need special skills to deal with multicultural workforces. They need to understand different cultures, grasp cultural worldviews and business related concepts. They need to know how to communicate using culturally effective means and above all they need practical strategies to manage diverse workforces.

Griffin Training has devised training programmes to equip managers with these skills. We offer unique training programmes specifically aimed at individual companies. When a company undertakes one of our training seminars we individually assess each company taking into account the industry, goals and values of the company as well as the cultures with which the company interacts with. These cultures may be those of the employees or of the organisation's customer base.

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After attending one of our seminars we are confident that managers will have the knowledge and skills to better manage multicultural workforces, improve productivity and profitability.

**Objectives:**

This training seminar aims to assist managers to:

- Identify the implications of different cultures in the workforce
- Understand the complications in inter-cultural communication
- Identify key aspects of different cultures
- Avoid stereotyping
- Put into place strategies to manage different cultures
- Avoid discrimination

**Content:**

- Clarifying culture
  - Practical implications of different cultures in the workplace
  - Cultural communicative strategies
  - Indirect and direct communication
  - Circular VS linear communication
  - Cultural worldviews
  - Cultural concepts of respect, hierarchy, decision making, success, time and communication
  - Strategies to get the most out of a multicultural workforce
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### ***Multi-cultural Workforce Training Programs***

An engine only works if all the parts work together, smoothly and efficiently. If one or two cogs grind against each other the engine will soon break apart. A workforce is no different.

Central Statistic Office (CSO) publications state that in 2005 8% of the Irish workforce was non-nationals. This figure has grown by 2% at the end of 2006 and currently sits at 10.7 %. Currently there are over 420 000 immigrants working in Ireland and in 2006 just over 44 000 immigrants were employed accounting for more than 50% of new employment. This trend is set to increase rather than decrease leading up to the year 2016. By 2020 the immigrant population in Ireland will rise to over 1 million accounting for nearly 25% of the Irish workforce.

The change in the Irish workforce has impacted every sector of the Irish economy. From service, manufacturing, finance to high-tech and health services companies are finding that they are employing more and more immigrants. Naturally this comes with advantages to the Irish economy and these immigrants will be an asset to the economy as a whole. However, there are disadvantages.

Many companies are experiences the pressures brought on by employing culturally diverse workforces. In the modern workforce it is not just the case of two different cultures working together, often it is the case that dozens of cultures mix within the work environment and this brings with it challenges. With so many cultures interacting with a company tension, miscommunication and conflict are almost guaranteed.

If workforces are to survive the changing corporate environment then employees need to learn to work with a multitude of different nationalities. Employees cannot be expected to do this without proper knowledge and skills. If staff do not have these skills it is the company who will ultimately suffer a decline in productivity and profitability.

Griffin Training has solutions specifically aimed at the multicultural workforce. Our solutions include training programs for staff in order to equip them with the knowledge and skills necessary to overcome the challenges of intercultural relations. We can help your company's most valuable asset to perform better by training your staff to deal with the complexities of a multicultural work environment.

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All our training programs are specially geared at a company's unique situation. We assess each company we deal with and take into consideration a multitude of factors when developing a training program. This means that our training programs are aimed at your specific industry, staff demographic and customer base.

#### Objectives:

The main focus of this training seminar is to assist multicultural workforces to work together more efficiently and harmoniously. The seminar aims at promoting:

- Cultural understanding
- Prevention of discrimination
- Healthy communication

The seminar will focus on:

- The Basics of Culture
  - Cultural Development Models
  - Cultural Inter-action Models (adjusted according to participation)
  - Working within a multicultural workforce
  - Different worldviews
  - Different forms of communication
  - Concepts of respect, hierarchy, time, success, and value systems
  - Inter-cultural Communication Techniques and Strategies
  - Corporate culture
  - Practical implications of working in a diverse workforce
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## About Us

Griffin Training believes that ongoing training should be an essential part to of every modern business. One of the greatest assets an organisation has is its workforce and investing in it makes good business sense. Only through constant training and development can people be sure that they have the best human resources and skills available.

### We focus on three primary areas:

#### 1) *Quality*

All our trainers are educated to at least Master's Degree level. They are experienced presenters and experts in their chosen fields. They have experience in developing training courses, presenting seminars, one-on-one training, facilitation, mediation and are up-to-date with the latest research methods. We design our courses using the best research techniques, the latest information available and industry feedback. We go to great lengths to investigate the implications of our courses, and are in-line with both Irish and international training trends.

#### 2) *Convenience & Flexibility*

- All our courses are customisable at no additional cost
- We require **No Minimum** numbers
- No pre-determined dates or times
- All course durations are flexible to suit you
- Train on-site or at one of our facilities around the country

#### 3) *Cost effectiveness*

- We guarantee a cost effective service that is better than our competitors
- We offer Group Discounts
- We offer Non-Profit/Charity Discounts

## We go to you or you can come to us.

## Convenient City Centre Location

### Further information:

**Address:** 88 Capel Street, Dublin 1.  
**Tel:** LoCall 1890 454 454

**E-mail:** [info@griffin.ie](mailto:info@griffin.ie)

E&OE



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# Compare Us

Solutions for a modern workforce

## Contemporary Training

- Require Minimum Numbers
- Inflexible
- Expensive
- Only Off-Site Training
- Set Course Contents & Lengths
- Set Dates and Times
- Not Directly Relevant
- Loss of Staff Productivity
- No Guarantee

## Griffin Training

- No Minimum Numbers
- Flexible Options
- Guaranteed Cost-Effectiveness
- On or Off-Site Training
- You Choose Contents & Length
- You Choose Dates and Times
- Courses Are Directly Relevant To You
- Staff Can Be Trained While They Work
- We Guarantee You Will Be Satisfied



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