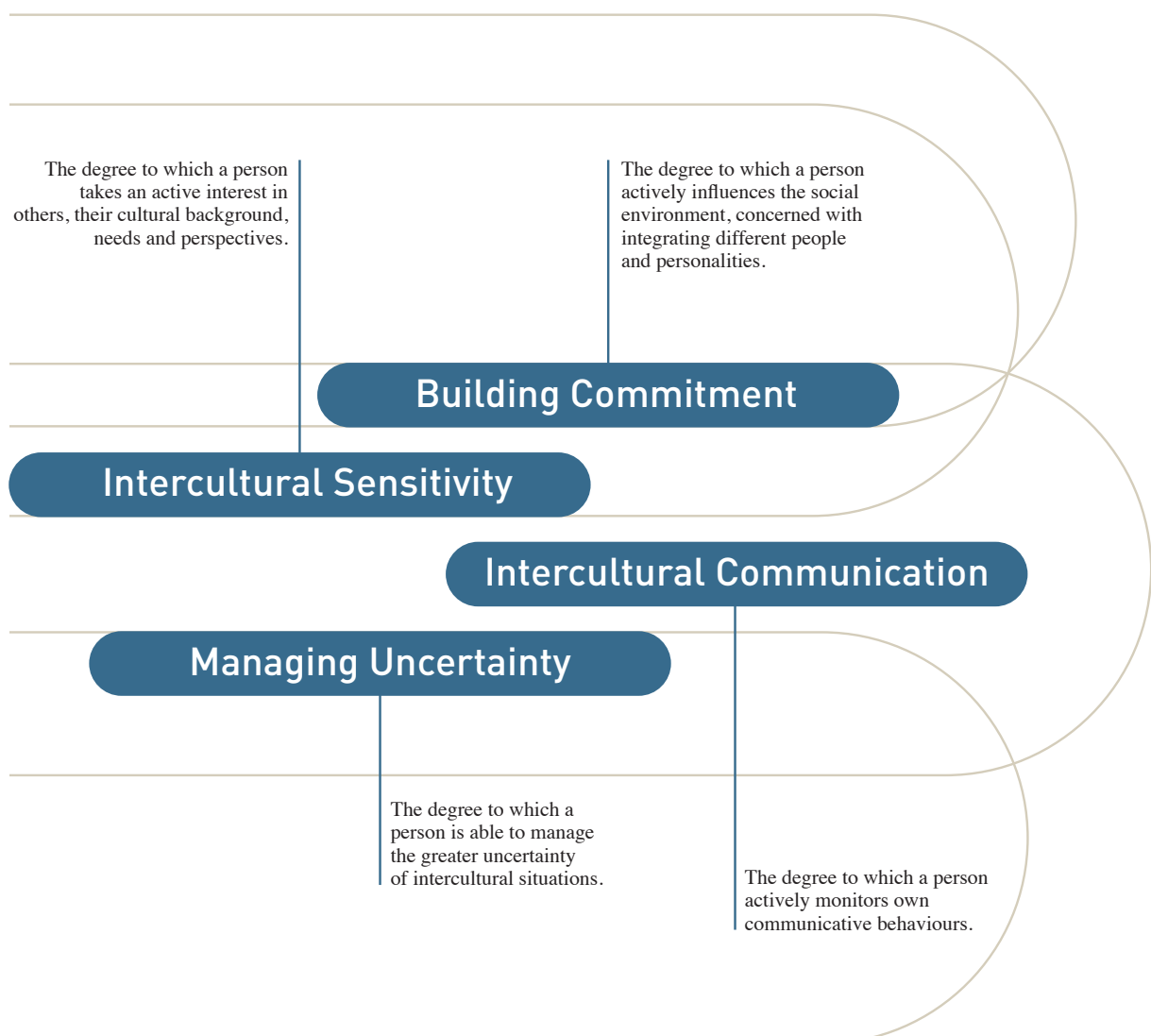


THERE ARE MANY ROADS TO EFFECTIVE INTERCULTURAL INTERACTION – JUST AS CULTURES DIFFER, SO DO PEOPLE.

If you are looking for new ways to support your clients in becoming interculturally more effective, you can now become certified to use the Intercultural Readiness Check.

The Intercultural Readiness Check (the IRC for short) is one of the leading tools for assessing intercultural competences. More than 40,000 people from all over the world have used the IRC for feedback on how to better connect to people from other cultures, how to perform more effectively across cultures, and how to enjoy their intercultural experiences even more. The Intercultural Readiness Check captures four intercultural competences, which can be trained and developed.



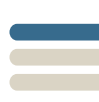


The IRC has added the intercultural competence perspective to our development centers for high potentials. From the start, participants have recognized the IRC feedback as valuable and informative; they welcome the IRC assessment as an opportunity to reflect about their current intercultural approach and how to improve it. The IRC has become a fixed element in our international development centers. **KARIN WESTPFAHL, CORPORATE HUMAN RESOURCES, PERSONNEL DEVELOPMENT, TALENT MANAGEMENT BSH HAUSGERÄTE GMBH**

The IRC might be best likened to a compass, as it sets a clear direction toward development of one's competences. I am continually amazed by how much can be achieved with the IRC in a one-hour coaching session. **SUNDAE SCHNEIDER-BEAN, SWISS POST**

Even if you are not working in an intercultural context, you will find that the competences described here are essential for executives and teams to turn the challenges of their complex and changing business context into opportunities for innovation.

ROGER D. LEHMAN, PROFESSOR OF ENTREPRENEURSHIP AND FAMILY ENTERPRISE, INSEAD



Individuals receive written personal feedback with detailed suggestions for development.

The IRC helps your clients to better understand how they currently approach intercultural interactions. What do they do well, what will they find difficult, and how can you support them in developing the intercultural competences they need?

The IRC is ideally suited for intercultural trainings, coaching, expatriate briefings and benchmarking across industries.

It can be accessed online and is available in eight languages: English, Chinese, Japanese, Dutch, German, French, Spanish and Brazilian Portuguese.

The IRC is one of the few intercultural tools tested for reliability and validity.

Of the reliable and valid intercultural assessment tools, the IRC offers an ideal combination of being practical, uncomplicated, and solid. From its start, the IRC was rated as one of the two best tools available on the market.

Over the past 10 years, more than 40,000 respondents from all over the world filled in the IRC, making the IRC database one of the largest sources of information on intercultural competences world-wide.

The database has been analyzed in four studies to monitor the quality of the instrument. Reliability checks involving a major re-analysis with input from 13,000 respondents were used to develop the new and improved IRC 2.0.



IRC Licensing – using the IRC in your work:

You will be able to use the IRC with groups and individuals, for workshops, trainings, and coaching.

You can create your own client accounts online, give your clients access to the questionnaire, and generate their IRC profiles in any of its eight languages whenever you want.

You can better identify your clients' learning needs, giving them feedback and constructive advice for further competence development.

IRC Licensing – making the investment as a trainer:

You can structure your content delivery around the competency approach with greater credibility.

Gain back your investment through enhanced offerings, customized training sessions, and coaching on competence development.

Participate in our IRC networking opportunities, for example, our Annual IRC Get Togethers, and the IRC Licensee Group on LinkedIn. You will meet likeminded professionals who are committed to intercultural competence development.



John Doe

Here you see what an IRC profile looks like. Scores on the four IRC competences range from one to nine. Depending on their scores, your clients receive detailed suggestions for development, which you can then explore further with them. The complete IRC report consists of eleven or more pages, is professionally formatted, and available in seven languages. As an IRC Licensee, you will be able to generate the IRC report immediately after your client has completed the IRC questionnaire. For a full sample report, contact us at info@ibinet.nl. We look forward to hearing from you!



INTERCULTURAL READINESS CHECK CERTIFICATION PROGRAM

The Intercultural Readiness Check (© Intercultural Business Improvement) is a valid and reliable questionnaire assessing four intercultural competences. Developed and monitored in association with leading universities, the Intercultural Readiness Check provides new insights about an individual's approach to intercultural interactions, and offers practical tips for how to develop the four competences further.

How can you use the Intercultural Readiness Check?

The Intercultural Readiness Check is suitable for individual and group interventions, in both cross-border and domestic diversity contexts. Specifically, it can be used for

- Individual assessment in coaching and group training situations
- Group analysis for supporting a team to benefit from its diversity
- Organization-wide needs assessment for training design
- Program evaluation to assess the effectiveness of interventions
- Research purposes in cooperation with Intercultural Business Improvement

DAY ONE

→ Morning

09.00 to 12.30 Introduction to the Intercultural Readiness Check (with break in between)

- Introduction, welcome and objectives
- From Intercultural Readiness to Intercultural Effectiveness: Connecting – Performing – Enjoying
- Background and definition of the competences assessed by the Intercultural Readiness Check. Each IRC competence will be introduced through an exercise for later use in own programs.
- Presenting the Intercultural Readiness Check to a group before handing out feedback
- IRC profiles of participants. Time for questions and answers

12.30 to 13.30 Lunch

→ Afternoon

13.30 to 17.00 Feedback based on the Intercultural Readiness Check (with break in between)

- The content, structure and logic of the IRC feedback: How it works for you and your clients
- Practice time for giving feedback Round 1. Participants work in small groups. They take turns in practising to give feedback; adopting the role of feedback giver, recipient, and observer.
- Debrief of Round 1 in the plenary
- Practice time for giving feedback Round 2 (as before, with roles changed)
- Debrief of Round 2 in the plenary
- Practice time for giving feedback Round 3 (as before, with roles changed)
- Debrief of Round 3 in the plenary
- Review of learning points Day One

DAY TWO

→ Morning

09.00 to 10.30 Methodology of the Intercultural Readiness Check

- How we developed and tested the Intercultural Readiness Check
- FAQs by respondents

10.30 to 10.45 Break

10.45 to 12.30 Using the Intercultural Readiness Check with groups

- Examples of programs structured around the IRC competences
- Exercises addressing the IRC competences

12.30 to 13.30 Lunch

→ Afternoon

13.30 to 14.30 Using the Intercultural Readiness Check with groups (cont.)

14.30 to 14.45 Break

14.45 Logistics of the IRC

- Becoming familiar with the IRC online system: Access the Licensee Area, create an account, view submitted records, print out profiles etc.
- IBI Licensing Agreement with Licensees
- Review of learning points Day Two
- Summary, feedback and closure

17.00 End of program

IRC CERTIFICATION COURSE

REGISTRATION FORM

→ Upcoming IRC Course Dates 2020

February 6/7, 2020	Amsterdam	€ 1,550 € 1,350 for members of educational institutions
February 2020 Online	Webinars of 1.5h once a week (dates to be determined)	€ 1,550 (Early Bird Discount of € 100 ends January 15, 2020) € 1,350 for members of educational institutions
April 2020 Online	Webinars of 1.5h on April 2/9/16/30	€ 1,550 (Early Bird Discount of € 100 ends February 15, 2020) € 1,350 for members of educational institutions
June 18/19, 2020	Frankfurt	€ 1,550 (Early Bird Discount of € 100 ends April 15, 2020) € 1,350 for members of educational institutions
August 2020 Online	Webinars of 1.5h on August 10/17/24/31	€ 1,550 (Early Bird Discount of € 100 ends June 15, 2020) € 1,350 for members of educational institutions
September 3/4, 2020	Amsterdam	€ 1,550 (Early Bird Discount of € 100 ends July 15, 2020) € 1,350 for members of educational institutions
December 3/4, 2020	Brussels	€ 1,550 (Early Bird Discount of € 100 ends October 15, 2020) € 1,350 for members of educational institutions

All prices are exclusive of VAT of 21% if applicable.

→ To register, please tick the relevant box below and enter your contact details.

- I want to participate in the IRC Certification Course on February 6 and 7, 2020 (Amsterdam)
- I want to participate in the IRC Certification Course February 2020 (online)
- I want to participate in the IRC Certification Course April 2020 (online)
- I want to participate in the IRC Certification Course on June 18 and 19, 2020 (Frankfurt)
- I want to participate in the IRC Certification Course August 2020 (online)
- I want to participate in the IRC Certification Course on September 3 and 4, 2020 (Amsterdam)
- I want to participate in the IRC Certification Course on December 3 and 4, 2020 (Brussels)

Upon receipt of your course registration, you will receive our invoice for the course. Your registration will be confirmed as soon as we have received your payment for the course.

Please note: Once certified, you can purchase IRC assessments. Please contact us for information about our pricing structure.

→ IRC Licensing Course Cancellation and Rescheduling Policy

If for any reason you are unable to attend your course as planned, you may reschedule or cancel. Please inform us as soon as possible at +31 35 62 94 269 and also in writing via email at info@ibinet.nl or mail to van Hengellaan 2, 1217 AS Hilversum, The Netherlands. The following cancellation and change fees will apply:

Cancellations: From date of registration up to 15 days prior to the first day of the course, you will receive a full refund minus a € 200 administration fee. Cancellations received less than 15 days in advance are nonrefundable.

Rescheduling: You may reschedule to attend another IRC Course for up to one year from the date of cancellation. The full fee of your course will be applied to the then applicable cost of the new course.

_____	_____
Full name	Work phone
_____	_____
Organization	E-Mail address
_____	_____
Street and/or P. O. Box	VAT Identification code (for companies based in the EU)
_____	_____
City and postal code	Country

Bank details Intercultural Business Improvement B.V.: IBAN: NL42 ABNA 0456 1028 25, BIC: ABNANL2A

Please complete this form and send it to: Intercultural Business Improvement B.V. • info@ibinet.nl • +31 35 62 94 269

INTERCULTURAL READINESS

WHAT MAKES US EFFECTIVE WHEN WORKING ACROSS CULTURES?

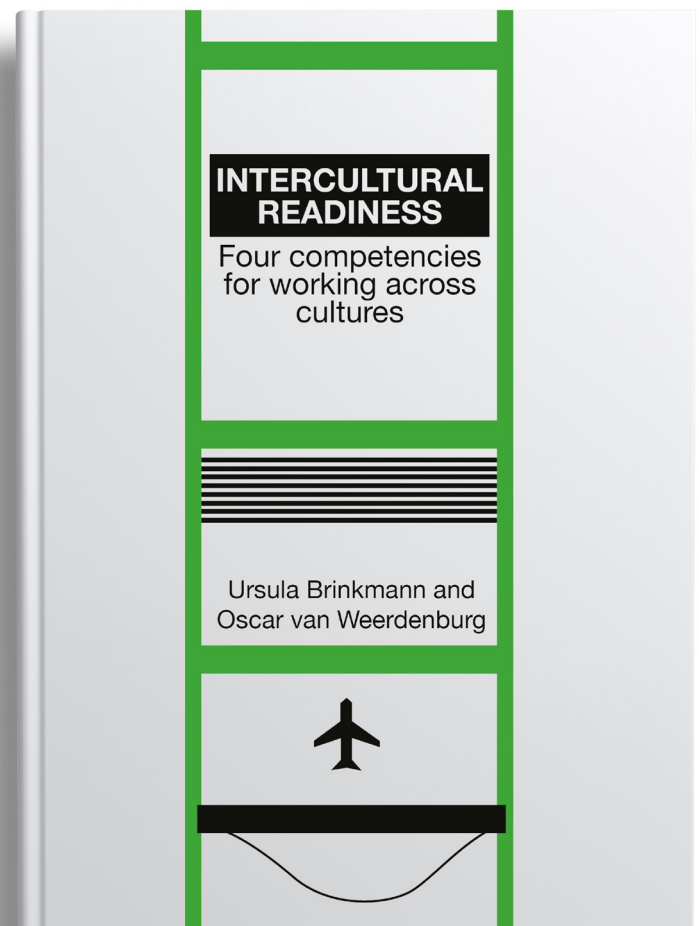
Are expatriate managers with years of international experience truly more effective abroad than managers who have not been abroad? Are young members of the workforce interculturally more competent than older members? And are women indeed interculturally more gifted than men?

The answers to these questions may very well surprise us. The book *Intercultural Readiness: Four competences for working across culture* is based on extensive research in international organizations with roots in Europe, North America, Australia and Asia.

In a 15-year series of studies, assessments were made of 30,000 members of international organizations, testing their competence in working across cultures.

The results show that a lot of widely-accepted ideas about how we should deal with international challenges are incorrect.

Dealing effectively with cultural differences today presents organizations with entirely different demands than those they faced before the economic crisis. Top talent from outside Europe wants to swiftly move ahead into leadership positions; innovation and growth are driven by culturally diverse teams that can quickly and effectively work together, and new markets are only accessible if organizations understand the cultural logic of those markets.



Organizations need to revise their ideas about what makes us interculturally effective if they want to succeed in today's global market place.

Based on real-life examples, interviews and case studies, *Intercultural Readiness* shows how organizations can get ready for mastering these challenges, and how they can support staff in developing the intercultural competences they so urgently need.