

# Intro to CultureWizard Learning



culturewizard<sup>™</sup>  
by RW3



You know that diverse, inclusive global organizations **financially outperform** their less inclusive competitors. They're also **more creative and innovative** and do better at attracting and retaining talent.

Creating a **positive, inclusive environment** and enhancing a Global Mindset, allows your organization to **capitalize on the power of diversity** and overcome cultural differences.

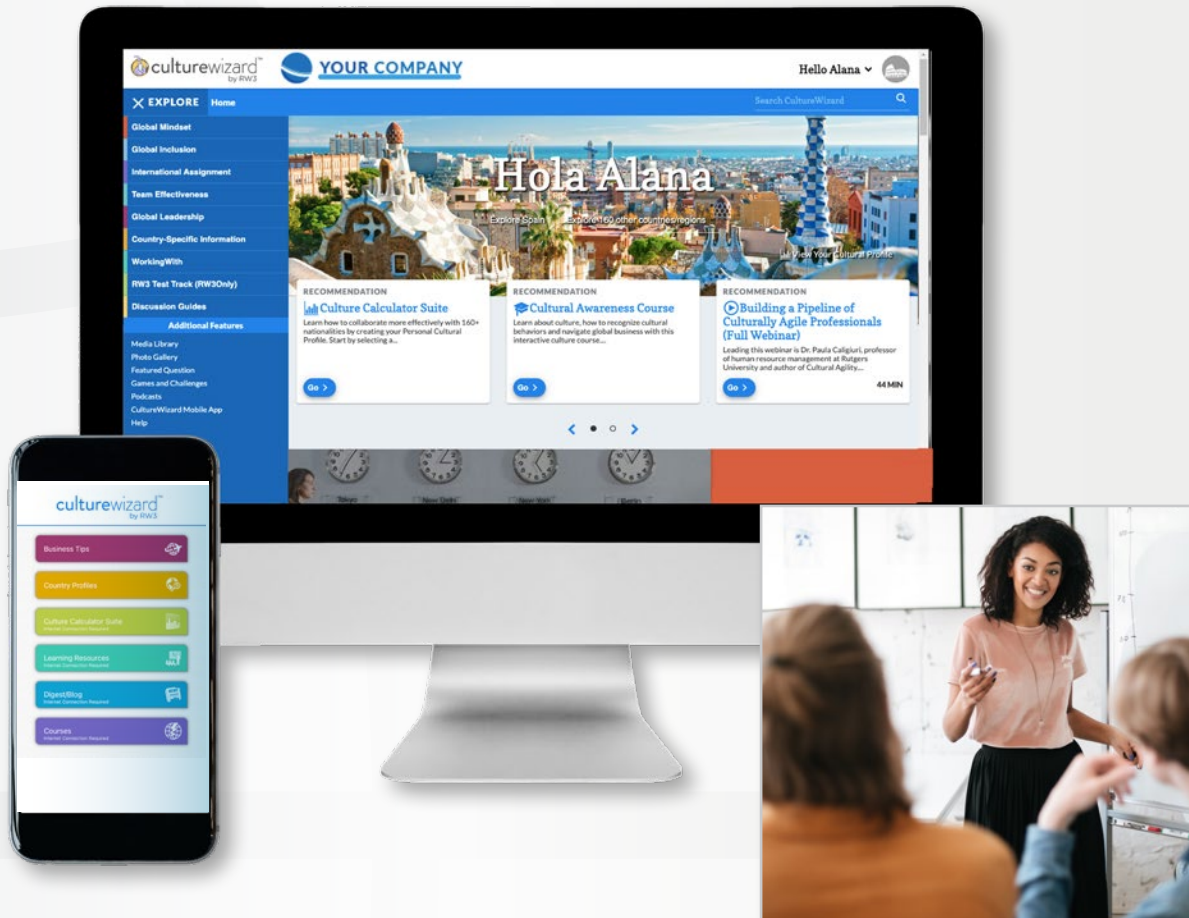
CultureWizard can help.

For over 20 years, **100s of organizations around the world** have trusted CultureWizard to help their employees:

- Collaborate across differences
- Participate on intercultural teams
- Be effective working remotely
- Identify and motivate global talent
- Overcome the challenges of implicit bias inherent in a diverse workforce

CultureWizard's instructor-led training and digital courses approach these challenging issues from a **positive perspective**. Our assessments **personalize learning** so that people internalize and actively practice the information and skills they gain.

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## What Is CultureWizard?

CultureWizard's digital courses, mobile technology, and customized instructor-led programs bring a Global Mindset and Global DEI skills to your entire organization. Available through both a CultureWizard website or your company's LMS platform, they can be customized to your unique specifications. Many courses are available in multiple languages.

CultureWizard integrates self-directed learning programs, personalized assessments, games and microlearning components to build actionable skills. Our positive approach to DEI motivates learners to embrace the material and enables your business professionals to compete and win in the global business arena.

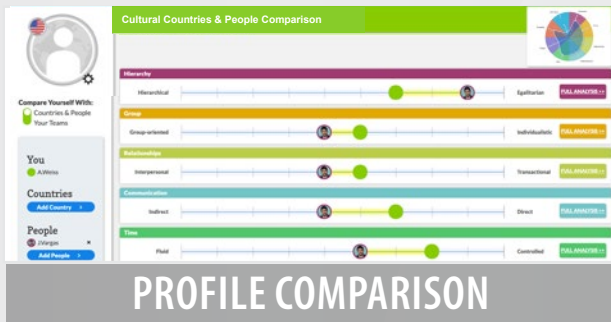
We are the Global Inclusion Experts.



# Cultural Awareness & Global Management



THE CULTURE CALCULATOR SUITE

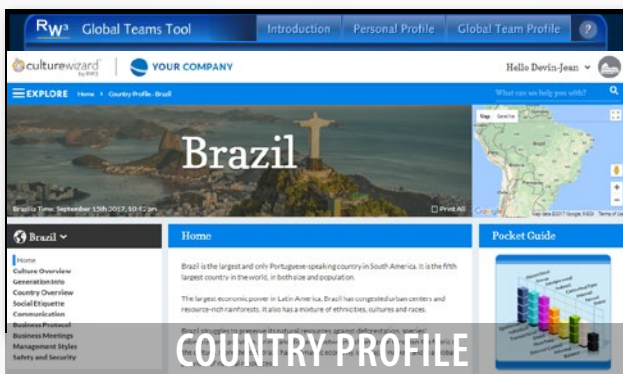
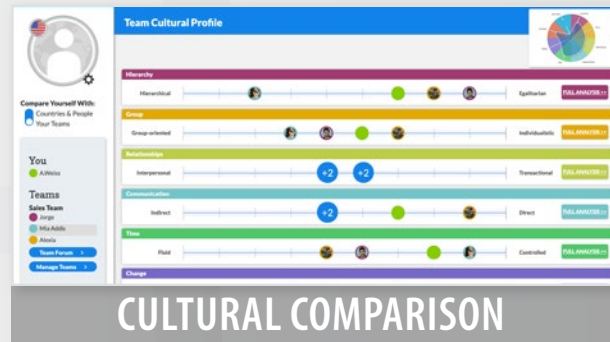


## Be More Effective at Knowing Yourself

Discover your personal cultural preferences. Graphically compare your profile to 160+ other cultures or to your colleagues to learn where you might face challenges. Explanations and action-tips show you how to bridge differences.

## Be a More Effective Team Member or Leader

The TeamWork feature of the Culture Calculator Suite enhances team performance and ability to collaborate by displaying each member's cultural preferences. It graphically displays where you need to bridge differences. Targeted suggestions enhance team communication and effectiveness.



## Be More Effective Working with a Specific Country

CultureWizard's 160+ Country Profiles each contain a comprehensive cultural description of how people do business, negotiate, conduct meetings, manage employees, socialize and lots more.

## Be More Effective in a Specific Country

Unique, country-specific interactive courses prepare you to be immediately effective. Courses can be standalone eLearning tools or integrated with CultureWizard Instructor-Led Training. Perfect for Business Travelers and International Assignees.





# Cultural Awareness & Global Management



## Be More Effective Everywhere in the World

Possessing a Global Mindset is an invaluable asset. Using games, videos and assessments, along with other materials, you'll learn to read behavior and instinctively adjust your style to interact with people from anywhere in the world.

**What This Course Covers**

**How do you gain a Global Mindset?**

- Learn the crucial five steps to developing a Global Mindset

**Personality Traits Indicator**

- Understand how your personality traits and cultural values influence your behaviors

**GLOBAL MINDSET**

**CULTURAL AWARENESS COURSE**

8 Dimensions of Culture

## Be More Effective at Understanding Behavior

This interactive course teaches what culture is, where it comes from, and how to recognize culturally-based behaviors through 8 Dimensions of Culture. Mini-lessons build skills to successfully navigate working in a complex, global environment.

## Be More Effective at Setting Up Assignees

Don't let culture shock overwhelm your employees. As an employer, you must prepare your assignee to tackle the challenges of living abroad and working in a global business environment to ensure their effectiveness as well as your company's success.

**International Assignees**

**EXPAT ADJUSTMENT CYCLE**

**What is a global mindset?**

"The ability to recognize and adapt to cultural signals - both overt and subtle - so that your effectiveness isn't compromised when interacting with people from different backgrounds."

**GLOBAL LEADERSHIP COURSE**

## Be More Effective at Global Leadership

2-part course: Course 1—"Preparation for Global Leadership" includes the Global Leadership Assessment. Course 2—"Building Global Leadership" skills teaches how to build a Global Mindset, Be Authentic and Self Aware, and Create Inclusive Trusting Collaborative Teams.



# Cultural Awareness & Global Management



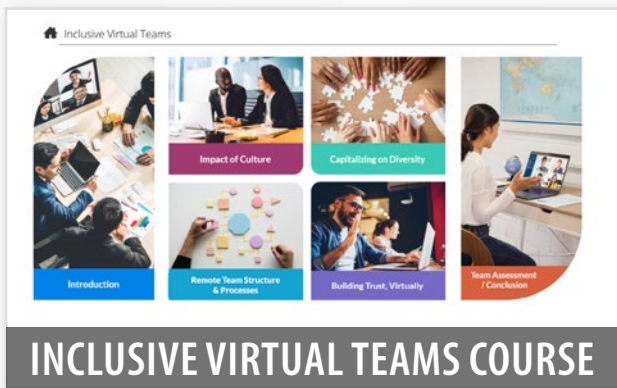
## Be More Effective at Global Sales

People from other cultures respond to sales techniques in dramatically different ways. This course helps you translate your existing skills so they resonate with people from different backgrounds.



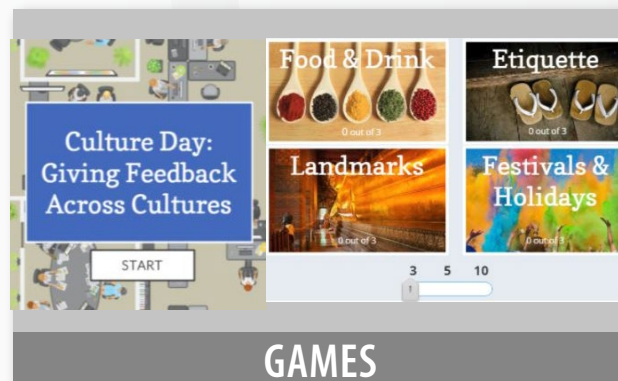
## Be More Effective at Building an Inclusive Virtual Team

Today, all teams are a mix of diverse, virtual and hybrid. This course will help you create the trusting, inclusive, collaborative environment where your teams can flourish. You'll learn to overcome biases, build relationships, and create an environment—both remote and in person—to bridge cultural differences.



## Be More Effective Engaging Learners

CultureWizard interactive games are highly motivating and engrossing, giving learners immediate feedback and reinforcement while being challenging and fun.



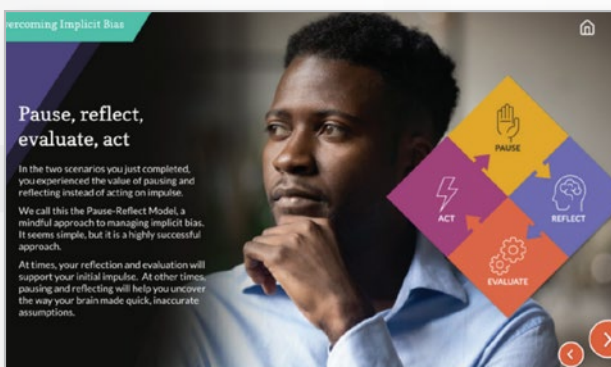
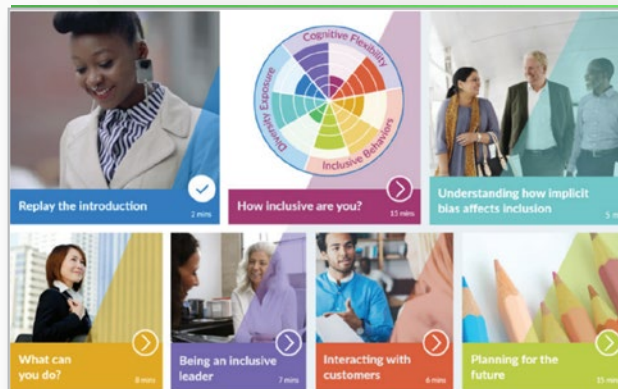


# Suite of Global Inclusion Courses



## Global Inclusion Course

This engaging and interactive multimedia course teaches the foundations of what it takes to be inclusive amidst the complexity of working in a diverse and global environment. Special sections address how to recognize and moderate implicit bias, how to be inclusive with colleagues and clients, and how to be an inclusive leader.



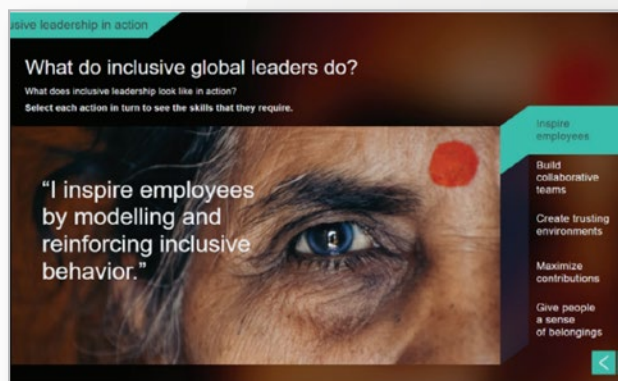
## Overcoming Implicit Bias

This course teaches what implicit bias is, how it impacts our everyday encounters, and how this normal brain function needs to be managed so it doesn't impair the quality of our interactions and decision-making.

This course teaches the many forms that bias can take and provides interactive scenarios to enable learners to practice overcoming implicit biases.

## Becoming an Inclusive Leader

Created for managers, team leaders, anyone in a leadership position, this course provides actionable insights on everyday leadership activities. Reinforcing six key leadership competencies—self-awareness, cultural awareness, the ability to model inclusive behaviors, the capacity to display courage, empathy, and humility—this course strives to prepare leaders to be more effective in an increasingly complex environment.



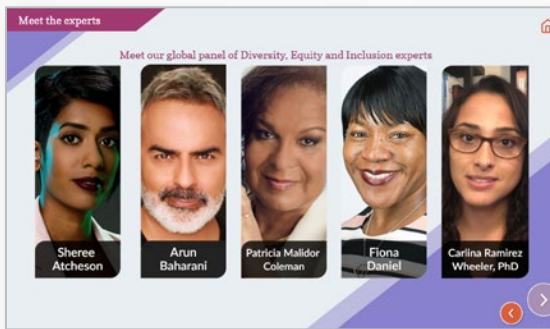


# Suite of Global Inclusion Courses



## Acting Inclusively: CREATING AN INCLUSIVE CULTURE

Inclusive, diverse workplaces are created and nurtured with sound, inclusive practices that become part of the culture of an organization. This course teaches skills to build strong relationship with curiosity conversations. It also teaches how to engage in difficult conversations and be an effective ally that contibutrtd to inclusive cultures.

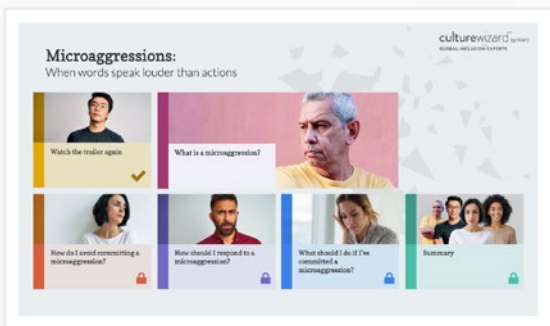
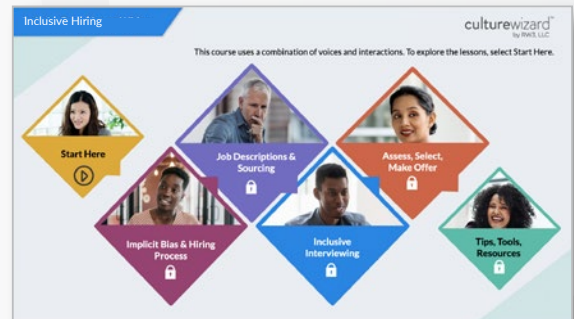


## Racial and Ethnic Bias: A PROACTIVE GLOBAL APPROACH COURSE

Perhaps the most corrosive bias to an organization is the racial and ethnic bias that exists. This course defines a common language, clarifies issues facing us in today's workplace, and outlines behaviors and tactics we can all take. Unique to this course, we bring together five experts from around the world to share their insights to confront this global phenomenon.

## Inclusive Hiring:

Recruiting and hiring the right people is the cornerstone of an organization's success. This course guides everyone involved in the hiring process through a step-by-step curriculum that develops the skills and tactics to help you overcome bias and attract the diverse talent your organization needs to succeed and grow.



## Microaggressions: WHEN WORDS MEAN MORE THAN ACTIONS

Microaggressions can have a major impact on people's performance. Learn what they are, how you can avoid committing a microaggression, and how to recover from—or manage—microaggressions when they occur.





## culturewizard™ **LIVE**



### PowerLearn

PowerLearn is our most time-effective solution for short- and long-term international assignees and global business travelers. PowerLearn consists of a needs-analysis conversation, self-directed learning on CultureWizard and a personalized, 90-minute country briefing with a senior intercultural coach.

## Be More Effective with LIVE Training

CultureWizard LIVE is a powerful blend of instructor-led training and digital learning on CultureWizard.

### GLOBAL REACH

CultureWizard LIVE offers face-to-face and virtual workshops led by our global network of 200 intercultural facilitators spread across 80 countries and who speak over 15 languages. Formats range from 90-minute webinars to full-day immersions.

### CUSTOMIZATION

CultureWizard LIVE learning experiences are always tailored to our clients' objectives and the participants' specific needs. We identify facilitators from our global network based on their knowledge, skills, experience and style.

### INTERACTIVE

Our approach is highly interactive. Participants practice skills by analyzing business interactions and case studies through an intercultural lens. Using relevant scenarios and simulations, participants leave ready to apply new skills and knowledge back on the job.



# Advisory Services by RW3 culturewizard



## Make Global Inclusion Happen Data Analytics Make Diversity Work for You

What if you could see your entire organization's capability for an inclusive workplace? What if you could target challenges and take action with tailored, measurable solutions?

It's well documented that inclusive organizations outperform their competitors.

**RW3 Advisory Services** provides you with an in-depth profile of your company's cultural characteristics and inclusive behaviors using aggregated data from our proprietary assessments.

Using our technology and expertise, we work with you to identify and target strategic learning initiatives that help you solve your corporate culture challenges.



**Gain** a deeper understanding of your company culture



**Identify** aspects of inclusive behavior that need improvement



**Develop** data-supported, targeted learning initiatives to maximize your D&I effectiveness

### The Global Inclusion Profile

Data insights into your company's global culture



### The Company Culture Profile

Compare your company's assessments against a global database and by department





# Advisory Services by RW3 culturewizard



## The Global Inclusion Profile

Ensure your D&I training is focused on your company's most pressing needs. Measure your talent inclusivity by comparing your company's assessment results against our global dataset of 100,000+ CultureWizard users.



## We Measure 3 Core Dimensions

**INCLUSIVE BEHAVIORS | COGNITIVE FLEXIBILITY | DIVERSITY EXPOSURE**



**Tailoring Your Programs:** Ensure your D&I training programs cover the topics that will have the most impact for your audiences.



**Foster Inclusivity:** Quantify your company's inclusive capabilities and monitor indicators for improvement.



**Boost Retention & Engagement:** Identify which aspects of your D&I efforts need attention to enhance talent retention and aid in recruitment.



**Demonstrate ROI:** Use data to measure the success of your training and outreach to prove ROI.

Observable behaviors that give clues to underlying beliefs



## The Company Culture Profile

Uncover your company's cultural values on a regional, team or company-wide basis. Use that data to enhance retention and accelerate strategic goals.



**Lift Retention & Engagement:** Ensure your D&I training programs cover the topics that will have the most impact for your audiences



**Support Revenue Growth:** Quantify your company's inclusive capabilities and monitor indicators for improvement.



**Accelerate Strategic Initiatives:** Identify which aspects of your D&I efforts need the greatest attention to enhance talent retention and aid in recruitment efforts.



## Facilitated Workshops by CultureWizard to Support Diversity, Equity & Inclusion

Supplement CultureWizard's digital resources with customized facilitated learning

### Overcoming Implicit Bias

OPTIONS TO FOCUS ON:

- Racial & Ethnic Bias
- Bias in Talent Acquisition
- Bias in Leadership

DIGITAL PRE-WORK

- Global Inclusion Course

DIGITAL POST-WORK

- Racial and Ethnic Bias: A Proactive Global Approach Course

### Becoming an Inclusive Leader

OPTIONS TO FOCUS ON:

- Racial & Ethnic Bias
- Collaborative Leadership
- Leading Across Cultures

DIGITAL PRE-WORK

- Global Inclusion Calculator Self-assessment

DIGITAL POST-WORK

- Becoming an Inclusive Leader Course; Acting Inclusively Course

### Creating an Inclusive Workplace

OPTIONS TO FOCUS ON:

- Local or Global Levels

DIGITAL PRE-WORK

- Global Inclusion Calculator Self-assessment

DIGITAL POST-WORK

- Global Inclusion Course; Acting Inclusively Course

### How Inclusive Are You?

*Get to know how inclusive you are, and where you can focus your personal development.*

OPTIONS TO FOCUS ON:

- Delivery to Individuals or Groups

DIGITAL PRE-WORK

- Global Inclusion Calculator

DIGITAL POST-WORK

- Global Inclusion Course; Acting Inclusively Course

### Train-the-Trainer for Diversity, Equity & Inclusion Workshops

- Options to focus on any of the DEI topics above
- Customization to your organization's unique needs
- Needs analysis with stakeholders to craft relevant case studies on DEI subjects
- Participants receive a facilitation guide and facilitation notes plus all custom-designed materials to deliver workshops internally
- Option to provide first-time internal facilitators with a RW3 senior co-facilitator for additional support

### Building High-Performing & Inclusive Teams with the TeamWork Profile

OPTIONS TO FOCUS ON:

- All Team-building Workshops are Customized to Stakeholder and Team Member Needs and Challenges

DIGITAL PRE-WORK

- Culture Calculator Self-assessment

DIGITAL POST-WORK

- Team Charter Development

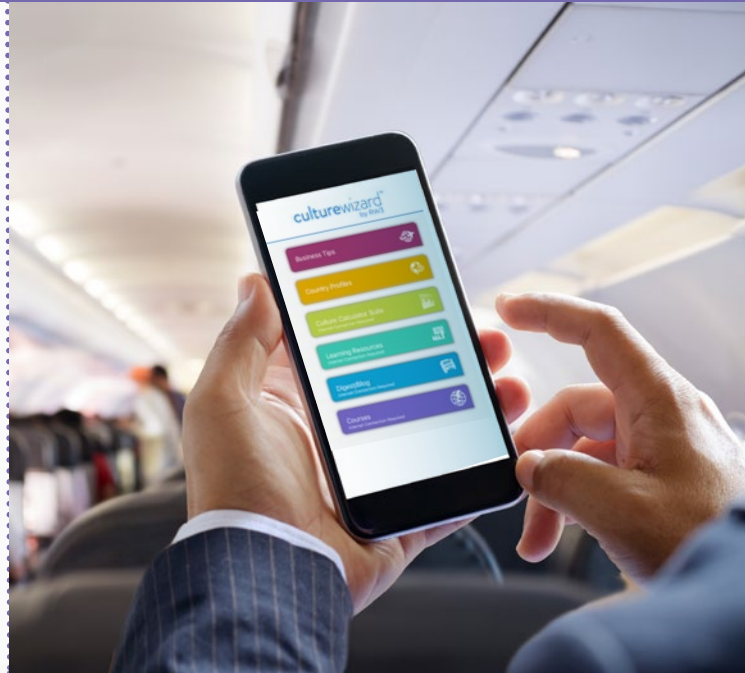


# CultureWizard Mobile



## Be More Effective with Tools Accessible while “On the Go”

Business skills for 160+ countries on your smart phone, providing instant access to essential cultural information when you need it. Prepare while you’re in flight. Build confidence before meetings. Avoid costly faux pas when overseas.



# CultureWizard Client Service



## Be More Effective with our World Class Service

Every client has a dedicated Client Manager who works with you to build a successful program. This level of partnership ensures you are getting the best ROI. Programs are customized and constantly monitored to ensure they are delivering on your organization’s learning goals. Most importantly we also provide ongoing marketing and engagement programs for your employees to achieve your user engagement goals.



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