

E-news

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Cultural Awareness and Intercultural Communication Workshop

What does it involve for societies, communities or individuals from different countries to live and work together towards common objectives? What does it mean to be culturally aware? And why does it matter?

Cultural awareness is a major element of cultural competence and the foundation of intercultural communication. We will reflect on the importance of cross-cultural communication in everyday life and the workplace, to improve your productivity and give your organisation a competitive edge.



The programme is delivered by our Associate Consultant, world class leading expert [Dr Lorella Viola PhD](#), who undertakes research in Pragmatics, Sociolinguistics and Intercultural Communication and currently teaches in the field of Intercultural Communication.

In this interactive workshop you will learn how to:

- Acknowledge how culture shapes our own perceptions
- Be more responsive to culturally diverse colleagues and clients
- Be more sensitive and accessible as a global citizen
- Be alert to cultural differences and similarities that will present opportunities and challenges the working in a multicultural environment

To find out more about how our latest service can improve your staff engagement, teamwork and strengthen your business results, contact info@us2uconsulting.com.

To find out how we can help your company prosper in 2016 call us on 01603 716852 or [email us](#)



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Pedal to the Metal!

US2U Consulting have recently enjoyed working with Metals Testing Laboratory ASAMS Ltd to develop their business strategy and produce the ASAMS Promotional Video. [Watch the video here.](#)

The purpose of the video is to enable existing and potential new companies to engage with ASAMS and to understand more about the ASAMS service, culture and unique features and benefits.

US2U Consulting also assisted ASAMS in developing their company values which promote ASAMS as providing:

AMAZING SERVICE ACCURATE MEASUREMENT SATISFACTION GUARANTEED

"It has been easy working with US2U Consulting as we develop our business planning, marketing strategy and HR strategy. We look forward to our ongoing relationship as we continue to raise our profile and achieve our ambitious business goals."

Managing Director, ASAMS



[Find out more about our Commercial Video Production](#)

US2U Kick Off Mentoring Programme

Rachel Blackburn kicked off her role as City College Norwich Higher Education Mentor to two business students, Laura Key and Kasia Mydlik, in an Executive box at Carrow Road, home of Norwich City Football Club. "It was really motivating and energizing. I will be putting your communication advice into practice immediately!" said Laura. [Read the full story here!](#)