Intercultural Excellence

Birdwell

CROSS-CULTURAL TRAINING

Turn Cultural Complexity into Strategic Advantage

Global success is no longer just about expertise. It's about understanding how people think, decide, communicate—and collaborate across cultures.

The difference between friction and performance?

Intercultural intelligence.

What if your teams could...

- Anticipate cultural misunderstandings before they happen
- Build trust across borders
- Influence, negotiate, and lead—anywhere in the world

That's exactly what we enable.

Our mission

We empower organizations to operate seamlessly across cultures, transforming diversity into a driver of performance, innovation, and alignment.

Not with theory.

With precision, experience, and real-world application.

Why Leading Organizations Choose Us

A global network of elite experts in 50+ countries

Deep, local insight—delivered by professionals who have lived and led within the cultures they teach.

A curated portfolio of 60+ high-impact programs

Designed with rigor, tailored with precision, and aligned with your most strategic challenges.

1,000+ international leaders trained

From global managers to executive teams navigating complexity at scale.

98% client satisfaction

Because transformation is only valuable when it delivers measurable impact.

Intercultural Leadership & Management

Lead across cultures with clarity, confidence, and impact

- **Intercultural Team Building**
  Transform cultural diversity into a catalyst for cohesion, creativity, and performance.
- **Executive Intercultural Coaching**
  Personalized support to refine leadership posture, resolve friction points, and elevate influence.
- **Global Project Management**
  Master the cultural dynamics that shape decision-making, collaboration, and execution.
- **Remote & Cross-Border Leadership**
  Lead distributed teams with consistency, alignment, and cultural sensitivity.
- **Expatriation Success Programs**
  Ensure rapid integration, sustained performance, and personal alignment in new environments.

Intercultural Communication

Communicate with precision. Influence with confidence.

- **Developing Intercultural Intelligence (CQ)**
  Strengthen your ability to decode behaviors, build trust, and unlock innovation.
- **Negotiation Across Cultures**
  Adapt your strategy to secure agreements that are both effective and sustainable.
- **Presenting to International Audiences**
  Deliver messages that resonate—whatever the cultural context.
- **High-Level International Conferences**
  Inspire, challenge, and elevate your teams through powerful global perspectives.

An Experience—Not Just a Training

Our approach is designed to create lasting behavioral change:

- Real-life scenarios drawn from global business environments
- Immersive simulations and interactive formats
- Peer exchange to challenge perspectives
- A balance of strategic insight and practical application

Participants don't just understand—they transform how they operate.

Country-Specific Training

Local insight, designed for global impact

Every culture operates by its own codes, nuances, and unspoken rules.
Understanding a country is not just about awareness—**it's about knowing how to act with precision in real-world situations.**

Our country-specific programs provide **targeted, in-depth immersion** to help you decode behaviors, anticipate cultural gaps, and engage with confidence.

Wherever You Operate, We Are There

From Europe to Asia, from the Americas to Africa—
we support your teams **where cultural complexity becomes a business challenge.**

- Algeria
- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Canada
- Chile
- China
- Croatia
- Czech Republic
- Denmark
- Egypt
- Finland
- France
- Germany
- Ghana
- Greece
- Hungary
- India
- • Indonesia
- Iran
- Iraq
- Ireland
- Israel
- Italy
- Japan
- Kenya
- Libanon
- Malaysia
- Mexico
- Netherlands
- Nigeria
- Norway
- Peru
- Philippines
- Poland
- Portugal
- Qatar
- Romania
- Russia
- Saudi-Arabia
- Sweden
- Serbia
- Singapore
- Slovakia
- South Africa
- South Korea
- Spain
- Switzerland
- Syria
- Taiwan
- Tanzania
- Thailand
- Tunisia
- Turkey
- Ukraine
- United Arab Emirates (UAE)
- United Kingdom
- USA
- Vietnam

Experts Who Have Lived the Reality

Our trainers are not just educators.

They are practitioners of intercultural complexity:

- Having lived and worked within the cultures they teach
- Bringing both strategic and operational experience
- Selected for their ability to deliver insight with clarity and impact

What Our Clients Say

"This program fundamentally changed how I communicate with my international teams."

"Immediate impact. Practical tools. Measurable results."

"It didn't just raise awareness—it transformed how we work."

The Real Question Is...

In a world where every interaction is global:

Can your teams afford to misinterpret, misalign, or miss opportunities because of cultural gaps?
Or...
Are you ready to turn intercultural complexity into **a competitive edge?**

Let's Elevate Your Global Performance

Birdwell – Cross-Cultural Training
Because global success is not accidental.
It's designed.

Contact
+33 (0)4 37 26 29 58
formation@birdwell.fr

Birdwell
10 rue de Penthièvre
75008 Paris
FRANCE

Birdwell
41 quai Fulchiron
69005 Lyon
FRANCE

Qualiopi
processus certifié
RÉPUBLIQUE FRANÇAISE

La certification qualité a été délivrée
au titre de la catégorie d'action suivante :
ACTIONS DE FORMATION

https://birdwellgroup.com/intercultural/