

Blackbird

CROSS-CULTURAL TRAINING

ONLINE SOLUTIONS

Since 2007 we offer:

- **Crosscultural training**
- **Language training**
- **Business training**
- **Management training and coaching**
- **Translation and interpreting services**

[CLICK HERE TO VISIT OUR WEBSITE](#)

Since 2020:

We offer blended learning solutions including a full-time course on crosscultural communication in business

BREAKING BARRIERS
CROSS-CULTURAL COMMUNICATION IN BUSINESS



PROJECT LEADERS

Irek Zyzański



Consultant, coach, mentor and trainer. He specializes in managing cross-cultural teams. Irek has 25 years of hands-on experience in managing international team as the head of HR and sales at Phillip Morris International. He has worked in Poland, Lebanon, Ukraine, Dubai, Russia, Indonesia and Hong Kong and reported to bosses of 14 different nationalities. He graduated from Jagiellonian University with a degree in Arabic language and culture. Irek uses his diverse corporate experience to help international teams become more effective. He conducts training and coaching as well as development centers and helps HR managers develop their cross -cultural competency. Irek is certified trainer by European Institute for Cross-Cultural Development.

Zofia Barańska



Coach, trainer and Open Space Technology facilitator. Partner at Blackbird and effective communication specialist with 14 years of experience in designing and delivering in-company training. In the last decade she has travelled solo to more than 30 different countries including Ecuador, Georgia, Kyrgyzstan and Bangladesh. She has lived and worked in Ireland, India and Bangladesh. She graduated from SWPS with a degree in cultural science. She has completed many courses for trainers as well as an Art & Science of Coaching Program organized in cooperation with Erickson College Canada, and she holds an Erickson Professional Coach Certificate. Member of KIT Intercultural Professionals Network. Certified Partner of The Competence Game®.

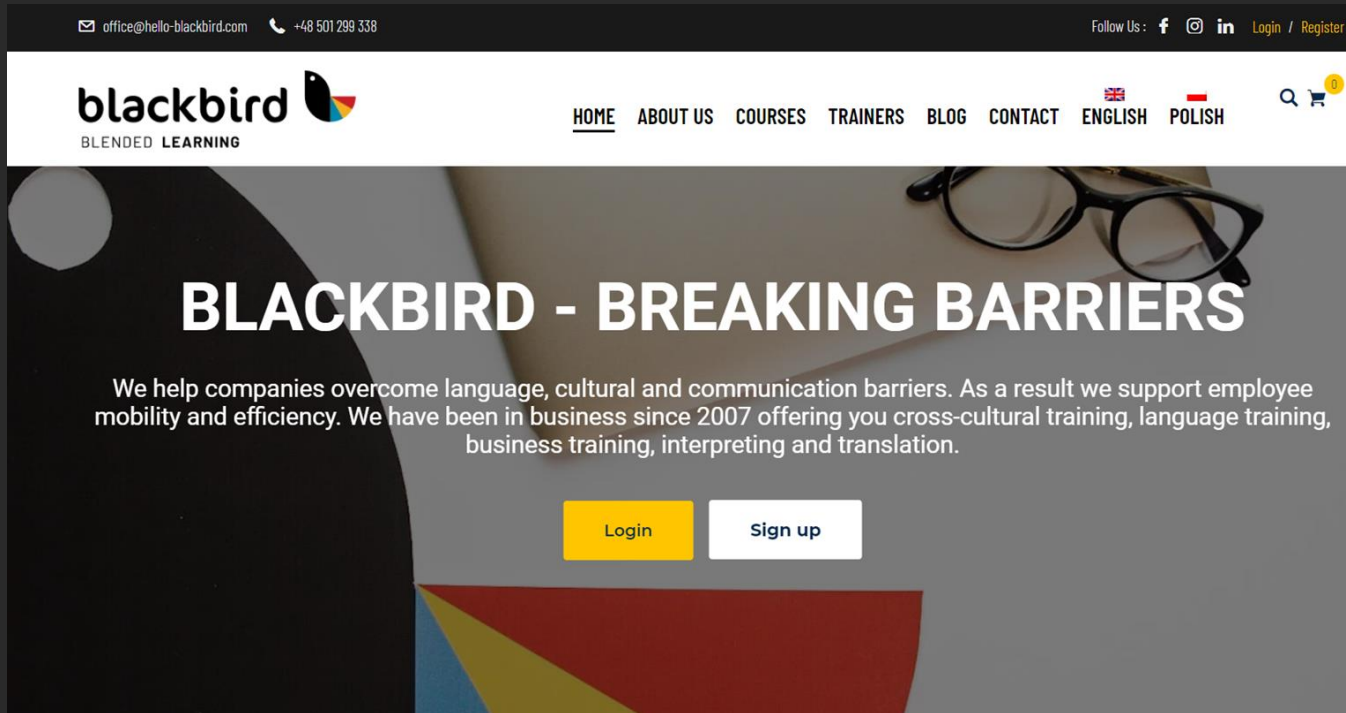
Benefits of our blended learning solution



- Great awareness building tool
- Just in time delivery & flexible content
- Live Q&A sessions with our trainers
- Cost effective solution

Our course is available on:

blackbird 



OUR PLATFORM

FULL COURSE
BLENDED LEARNING

ACCESS TO GLOBESMART RESOURCES

UDEMY

SHORT VERSION
ELEARNING

Our platform – user friendly & flexible

The screenshot displays the Blackbird learning platform interface. On the left is a navigation menu with the following sections:

- Lesson List** (active) and **Browse Q&A**
- MODULE 1 - Video 1 Introduction (Marta)**
 - Introduction (00:1:04) [checked]
- MODULE 1 - Lesson 1: What is culture**
 - Video 1: What is culture (Zofia) (00:4:26) [checked]
 - Quiz 1
- MODULE 1 - Lesson 3: Dynamics of a crosscultural team**
 - Video 6: Dynamics of a crosscultural team (Marta) (00:4:07) [checked]
 - Task 2: Complete your GlobSmart profile [unchecked]
- MODULE 1 - Checklist**
 - Sign up for our live Q & A session [checked]

The main content area features a video player showing a woman, **Marta Carter**. Above the video is a dark blue header with a back arrow, a home icon labeled "Go to Course Home", and a "Introduction" button. Below the video, there is a "Next →" button and a small privacy icon in the bottom right corner.

Fully integrated with the GlobeSmart® Tool & guides

The screenshot displays a course platform interface. On the left is a sidebar with a 'Lesson List' and a 'Browse Q&A' section. The lesson list includes:

- MODULE 1 – Video 1 Introduction (Marta) – 00:1:04 ✓
- MODULE 1 – Lesson 1: What is culture – 00:4:26 ✓
- Quiz 1
- MODULE 1 – Lesson 3: Dynamics of a crosscultural team – 00:4:07 ✓
- Task 2: Complete your GlobSmart profile
- MODULE 1 – Checklist
- Sign up for our live Q & A session ✓

The main content area has a top navigation bar with 'Go to Course Home', 'Task 2: Complete your GlobSmart profile', and a 'Complete Lesson' button. The main text reads: 'GlobSmart tool is a great way to start this course. After completing your profile you can compare it to:'

- The profile of your country (Are you a typical representative of your culture? Or perhaps you are more independent or relationship oriented?)
- The profiles of your colleagues
- Other countries (cultures) you work with

Below this is a link: 'Globe Smart Profile – click here'.

The central part of the page features a 2x4 grid of colored boxes with icons and text:

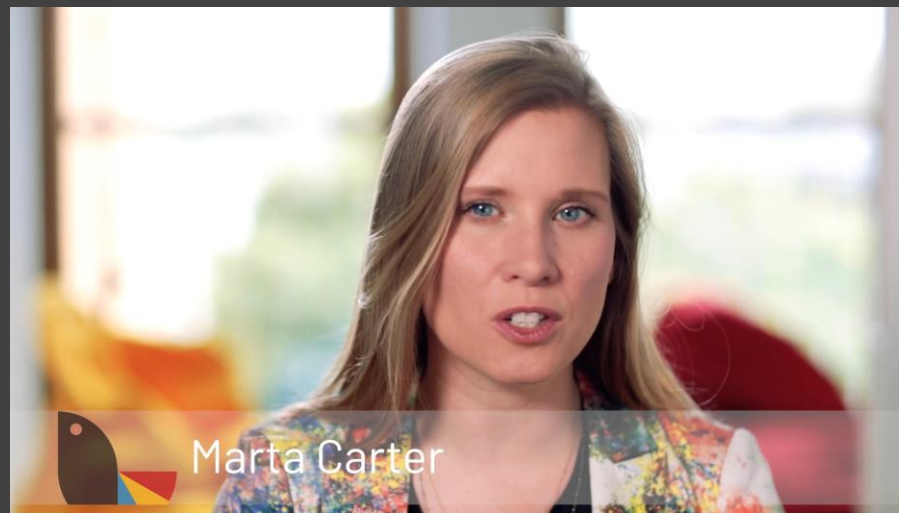
INDEPENDENT	INTERDEPENDENT
EGALITARIANISM	STATUS
RISK	CERTAINTY

Each box contains a unique icon representing the concept. A small logo is visible in the bottom right corner of the main content area.

GlobeSmart links are embedded in the course SSO – single sign on solution
All GlobeSmart resources can be accessed directly from the course platform

WITH OUR COURSE YOU GET ACCESS TO:

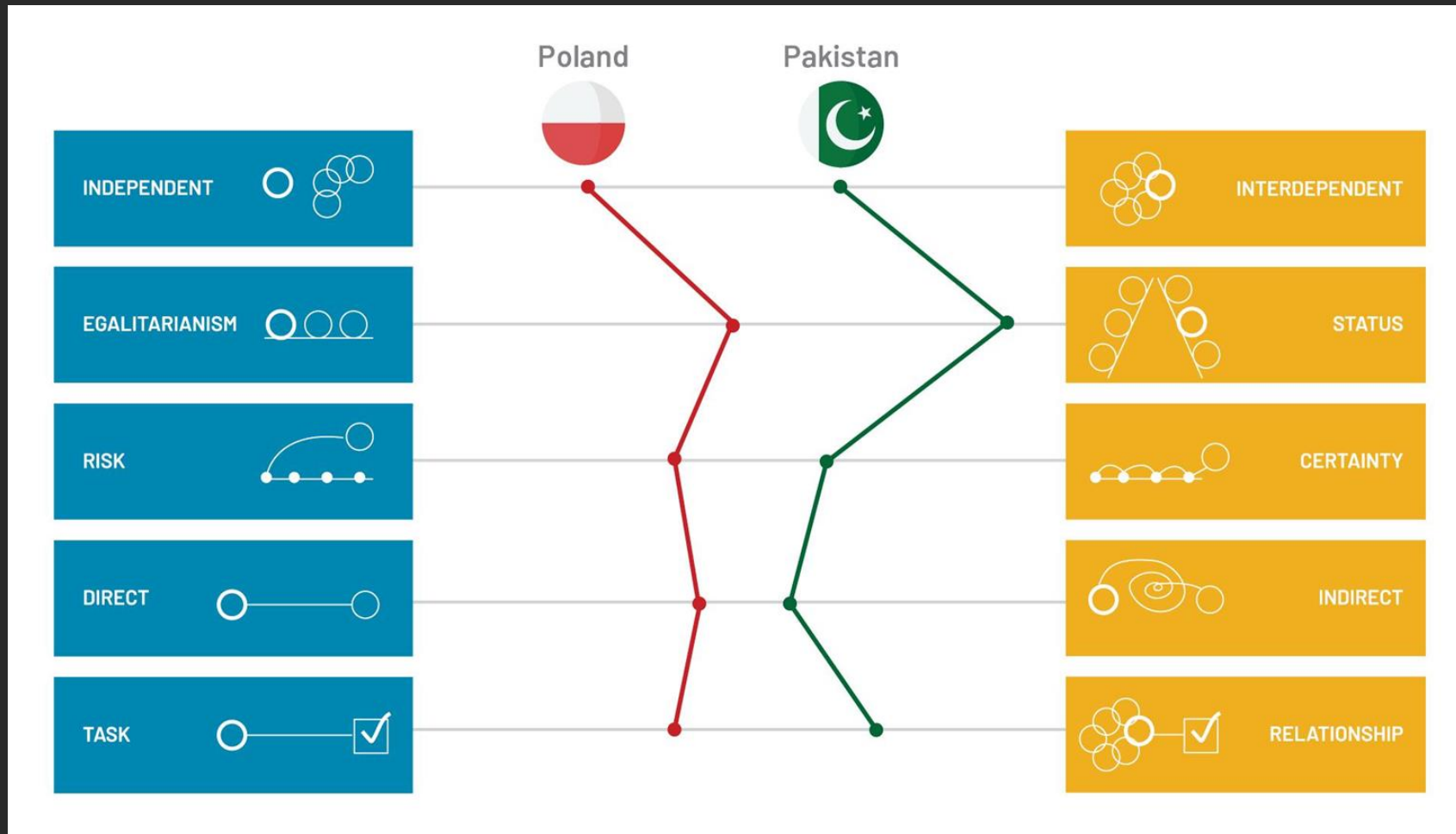
- ✓ 5h of video lectures = 6 comprehensive learning modules
- ✓ GlobeSmart® tool – fully integrated with our course **(SSO)**
- ✓ Culture guides to 95+ cultures
- ✓ Live online Q&A sessions with our trainers
- ✓ Ask the expert functionality
- ✓ Case studies



[CLICK HERE TO DOWNLOAD THE COURSE BROCHURE](#)

GlobeSmart® Tool


MAP CULTURAL DIFFERENCES




GlobeSmart® Dashboard

Learning Modules & Assessments


SORT BY RECENTLY ADDED ▾




GlobeSmart Profile Certification




Giving Feedback Across Cultures



Inclusive Virtual Meetings




Using GlobeSmart to Improve Teamwork




Why Culture Matters

My GlobeSmart Profile VIEW PROFILE


COMPARISONS




Nigeria and Argentina



Begin New Comparison




My Teams



Invitations

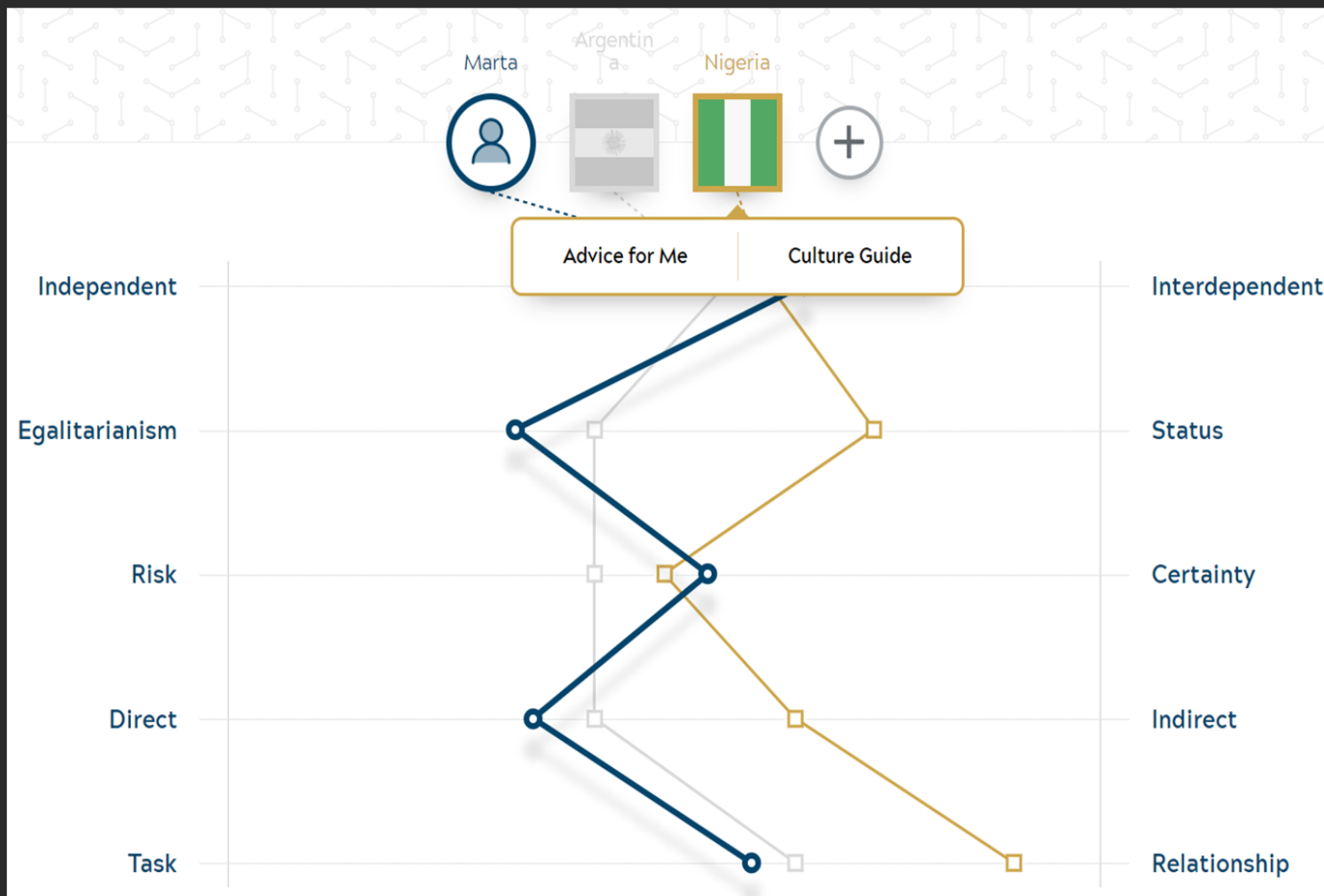
GlobeSmart Culture Guides

CHOOSE A CULTURE TO EXPLORE



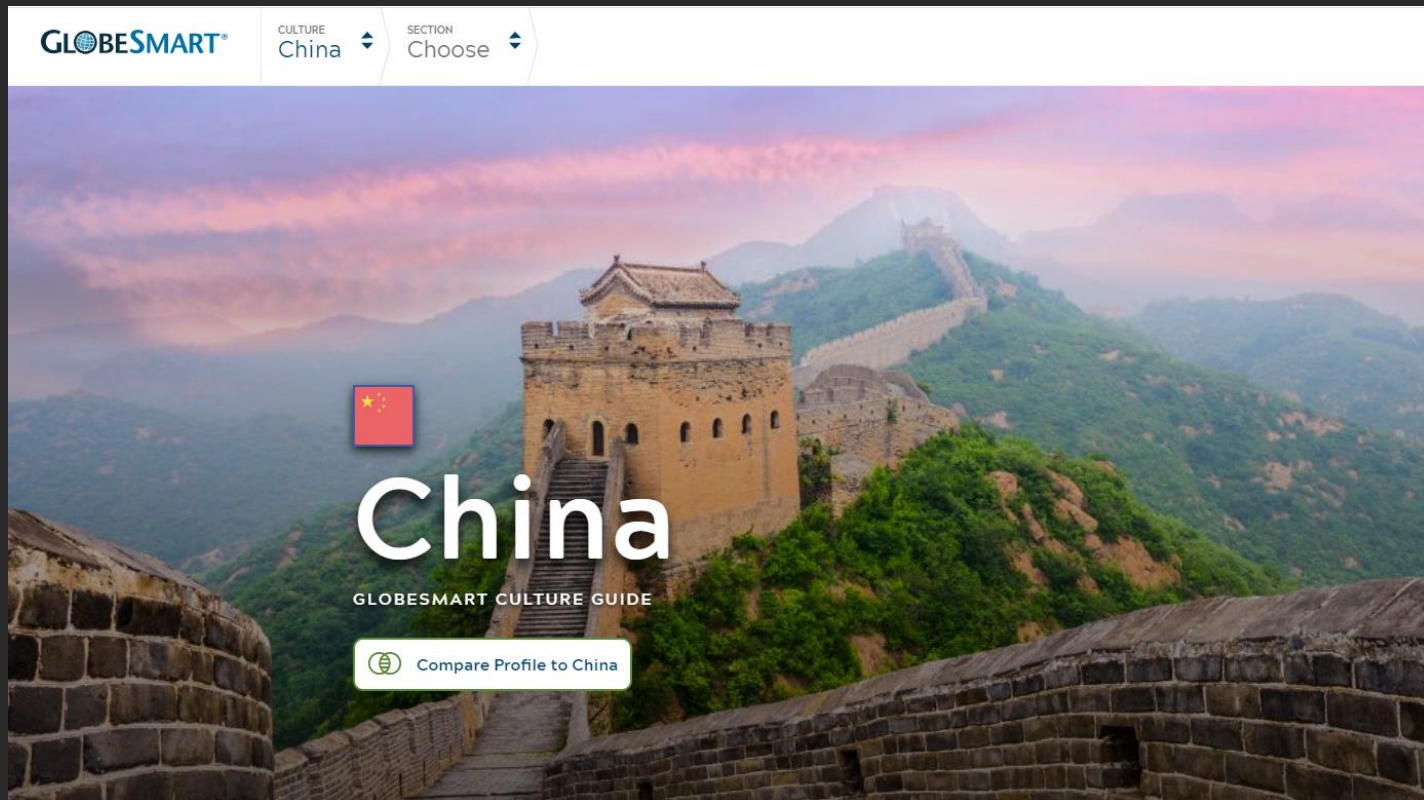
GLOBESMART SUGGESTS FOR YOU

GlobeSmart® Profile



- Compare your work style with other cultures & colleagues,
- receive dynamically generated advice,
- develop strategies for improved collaboration

Guides to 95+ cultures



- CORE KNOWLEDGE
- LOCAL DIVERSITY & INCLUSION
- COMMUNICATION
- PROTOCOL
- LEADING PEOPLE
- RELATIONSHIP BUILDING
- WORKING WITH CUSTOMERS
- WORKING WITH COLLEAGUES
- TRAVEL
- LOCAL BUSINESS ENVIRONMENT

THANK YOU!



Zofia Barańska
Director Blackbird



Irek Zyzański
HR Manager, Trainer, Executive Coach

Fb. /helloblackbirdcom | **Lkd.** /company/blackbirdgroup/ | **Inst.** /blackbird_group

