

# 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](#)

blackbird 

# 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®.

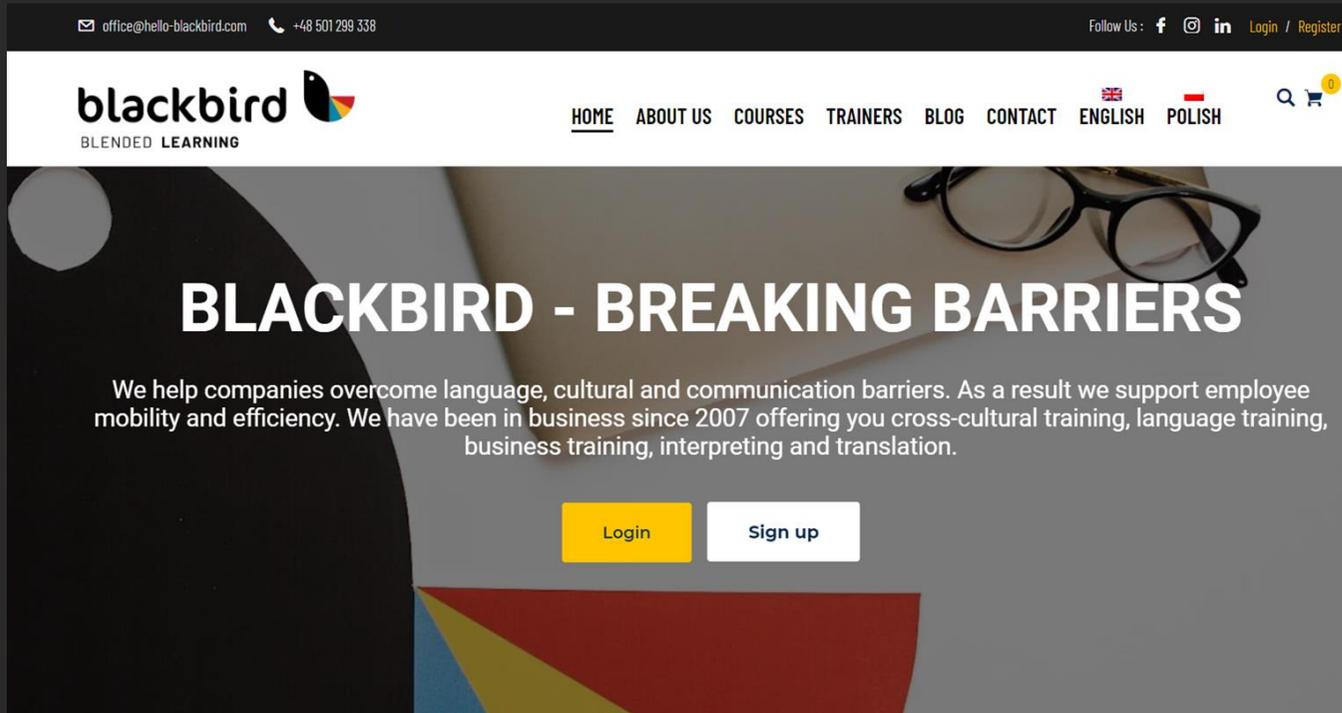
# Benefits of our blended learning solution



- 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 a user interface for a learning management system. On the left is a navigation sidebar with the following items:

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

The main content area features a video player with a dark blue header containing a back arrow, a home icon labeled "Go to Course Home", and a play button labeled "Introduction". The video frame shows a woman with long blonde hair, identified by a semi-transparent overlay as "Marta Carter". Below the video frame, there is a "Next →" button and a small circular icon with a blue and red arrow in the bottom right corner.

# Fully integrated with the GlobeSmart® Tool & guides

Lesson List | Browse Q&A | Go to Course Home | Task 2: Complete your GlobSmart profile | Complete Lesson

**MODULE 1 - Video 1 Introduction (Marta)**

- Introduction 00:1:04 ✓

**MODULE 1 - Lesson 1: What Is culture**

- Video 1: What Is culture (Zofia) 00:4:26 ✓

Quiz 1

**MODULE 1 - Lesson 3: Dynamics of a crosscultural team**

- Video 6: Dynamics of a crosscultural team (Marta) 00:4:07 ✓
- Task 2: Complete your GlobSmart profile ○

**MODULE 1 - Checklist**

- Sign up for our live Q & A session ✓

**GlobeSmart 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

**Globe Smart Profile - click here**

INDEPENDENT	INTERDEPENDENT
EGALITARIANISM	STATUS
RISK	CERTAINTY

Personal - Marta

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:

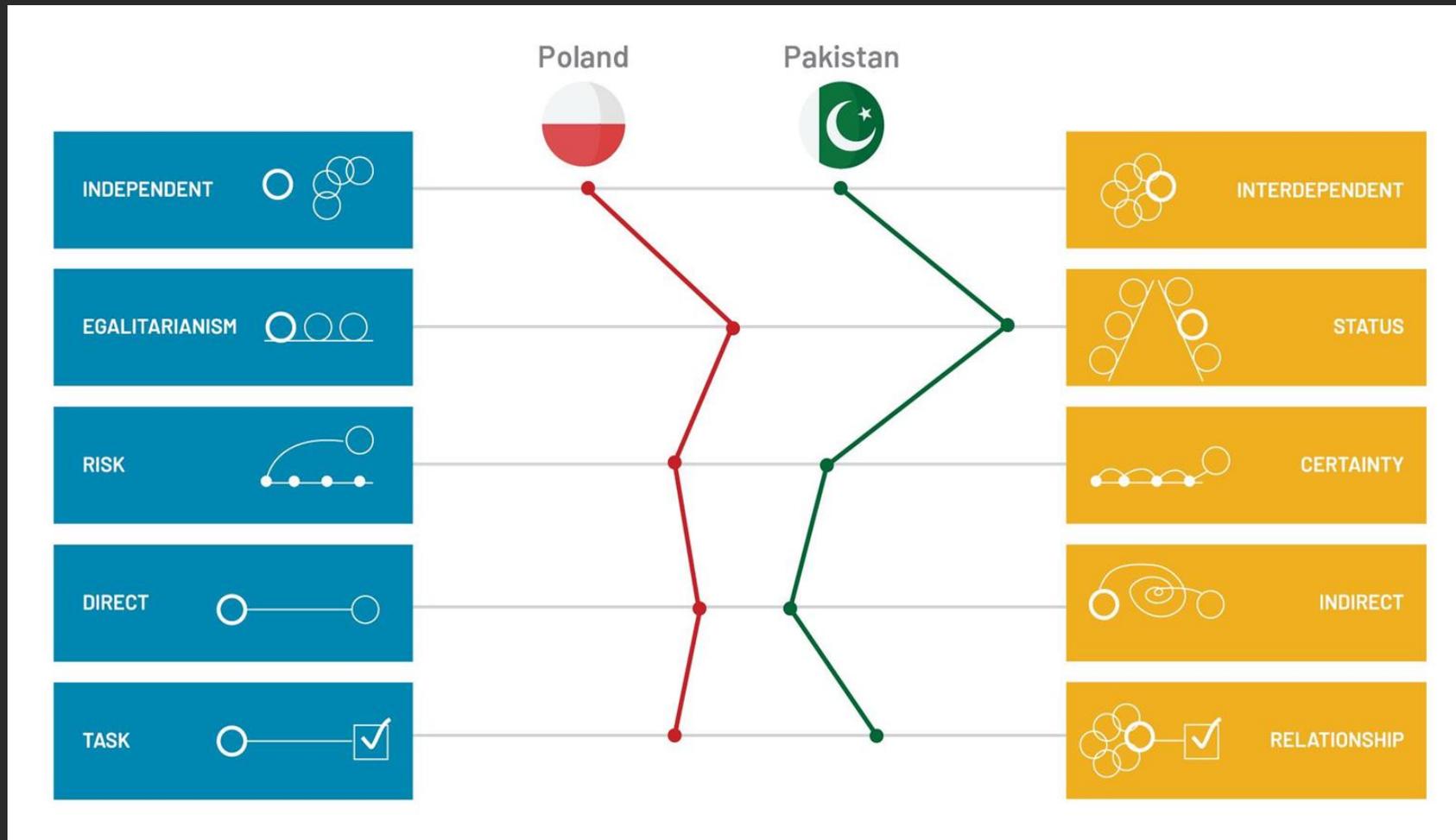
- ✓ 5h of video lectures = 6 comprehensive learning modules
- ✓ GlobeSmart® tool – fully integrated with our course (**SSO**)
- ✓ Culture guides to 95+ cultures
- ✓ Live online Q&A sessions with our trainers
- ✓ Ask the expert functionality
- ✓ Case studies



[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

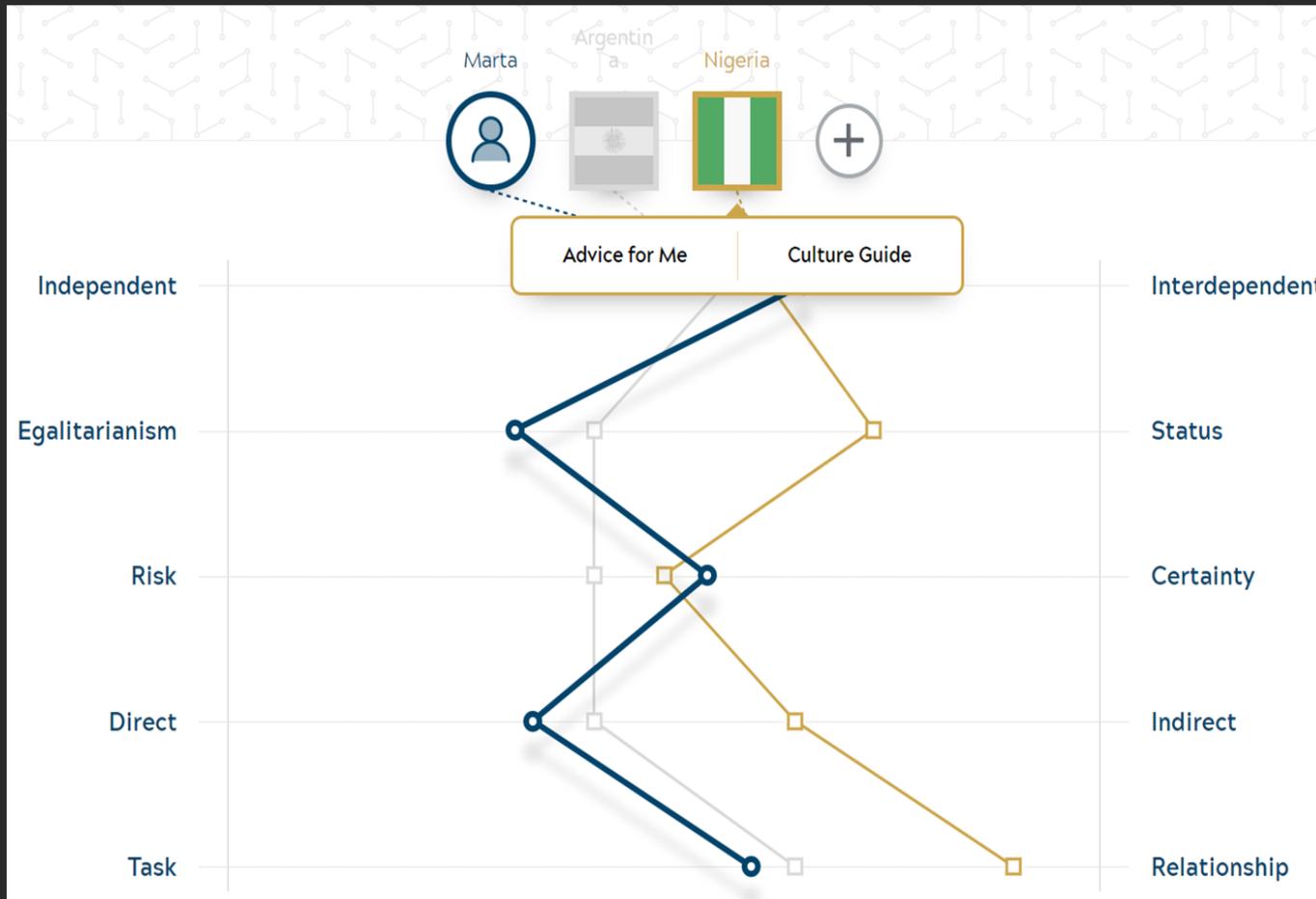
## GlobeSmart Culture Guides

CHOOSE A CULTURE TO EXPLORE



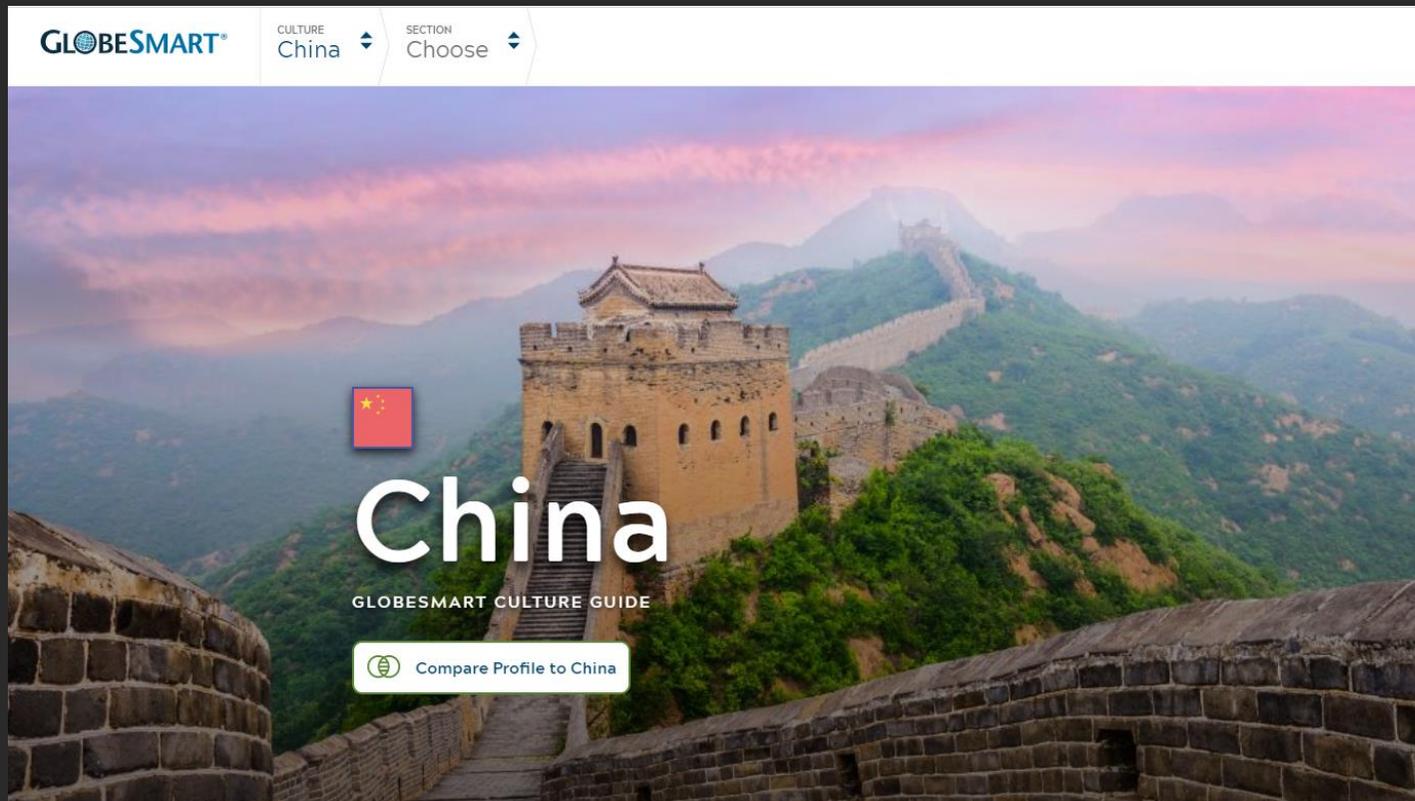
GLOBESMART SUGGESTS FOR YOU

# 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

