

Cultural Audits

Making International Initiatives Succeed



A cultural audit examines your current practices and informs you how culturally appropriate they may be for different global or multi-cultural audiences. Due diligence regarding how people will respond to your products, services, and communications requires understanding how values and perspectives vary across cultures. LCW consultants can help get you that insight.

OUR PHILOSOPHY

Culture's impact on global relations is often greater than most people realize. Few things destroy relationships more stealthily than culturally *inappropriate* actions. Cultural audits help align your business processes with your desired outcomes in diverse markets. When done proactively, cultural audits can save time, money, and effort for everyone involved over the long run.

OUR TEAM

All of our consultants are experienced in analyses based specifically on culture and culture's impact on global business. Armed with in-depth understanding and experience, our team provides you with critical information that helps you improve processes, projects, and practices.

OUR METHODS

Based on cultural research, real-time investigation, interviews, benchmarking, and local industry best-practices, we provide you with recommendations and justifications that your team can evaluate objectively and implement confidently.

It's a multi-cultural world...

Are you ready?™

Language & Culture Worldwide, LLC
4753 N Broadway St, Suite 518
Chicago, IL 60640 USA
tel: +1.773.769.9595
fax: +1.773.442.0136
info@LanguageAndCulture.com

Example Projects

INTERNATIONAL WEBSITE

- Company A is rolling out a service-based website into Europe and the Americas. Aside from text translation, they need to understand if any other aspects of the U.S.-designed site will inhibit the international visitor's experience.

GLOBAL INITIATIVES

- Company B is looking to change their bonus and incentive system both at home in the U.S. as well as in the Middle East to foster employee development. They need to understand what drives employees in a culture that is very distinct from the U.S.

TRAINING CONTENT & DESIGN

- Company C is planning a corporate-wide training. While they are confident the training will be informative and effective at the company headquarters in Sweden, they are not sure how it will be received in their Asian offices.

CUSTOMER SERVICE PRACTICES

- Company D has established a centralized call-center for all clients worldwide. To best solve customer inquiries, they require insight into customer expectations for both live telephone support and general customer service.