

## INDUSTRY NAME

Shipping / Logistics

## LOCATION

Singapore

## PLATFORM

Link.Studio / Physical Training

## SERVICES

Corporate Training

- eLearning Induction
- In-Person-Training
- eLearning Follow up

## SETUP

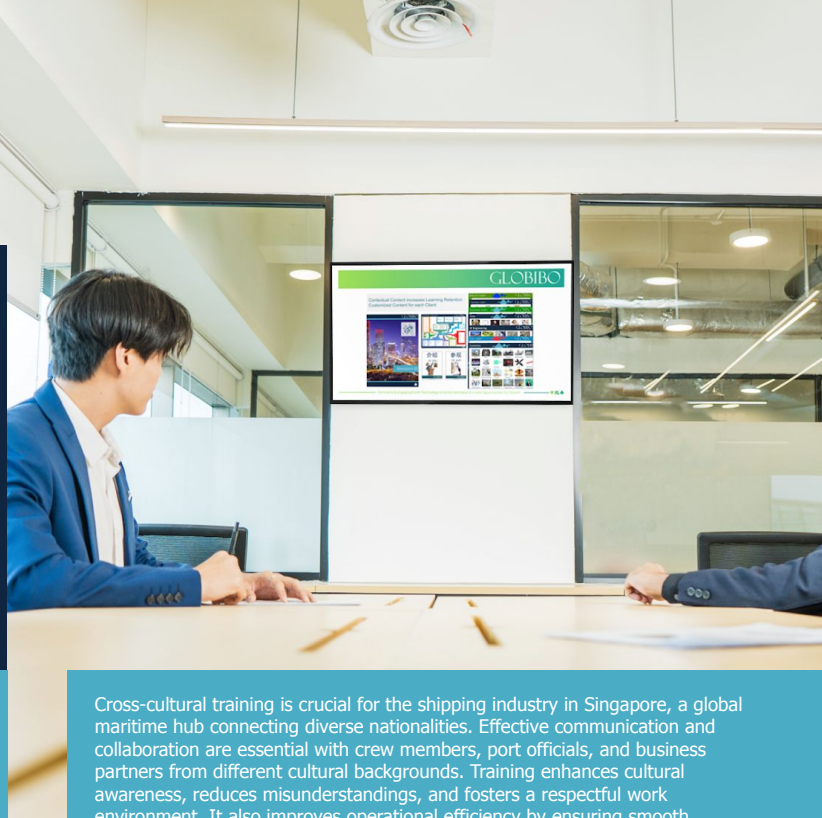
To improve the effectiveness of the in-person training, the students were asked to do a 30-minutes eLearning induction to learn basic terms and concepts of Cross-Cultural Training.

Students prepared questions before the training that were interwoven into the training day.

After the training day, a refresher training was conducted via an eLearning platform.

## CHALLENGES

Some of the students had different prior experiences and sensitivity to Cross-Cultural environments. The eLearning was an attempt to baseline all participants to increase the effectiveness of the team training.



Cross-cultural training is crucial for the shipping industry in Singapore, a global maritime hub connecting diverse nationalities. Effective communication and collaboration are essential with crew members, port officials, and business partners from different cultural backgrounds. Training enhances cultural awareness, reduces misunderstandings, and fosters a respectful work environment. It also improves operational efficiency by ensuring smooth negotiations, compliance with international regulations, and conflict resolution. In a high-stakes industry where coordination is key, cross-cultural competence boosts productivity and safety. By investing in such training, Singapore strengthens its position as a leading maritime center, fostering inclusivity and global business success.

## CROSS-CULTURAL AWARENESS

The objective of the Training was as follows:

- **Understand Cultural Differences**—Recognize key cultural variations in communication styles, work ethics, and decision-making among different nationalities in the shipping industry.
- **Enhance Cross-Cultural Communication** – Develop communication skills with diverse crew members, port authorities, and international stakeholders.
- **Improve Conflict Resolution** – Learn strategies to manage and resolve cultural misunderstandings or disputes professionally and constructively.
- **Promote Inclusive Work Environments** – Foster a respectful and inclusive workplace by appreciating cultural diversity and reducing biases.
- **Strengthen Global Business Relationships** – Apply cultural intelligence to negotiations, networking, and partnerships to enhance operational efficiency and international collaboration.
- **Ensure Compliance with International Regulations:** Understand how cultural awareness contributes to adhering to global maritime laws and industry best practices.
- **Enhance Teamwork and Leadership:** Develop leadership skills to effectively manage and motivate multicultural teams, ensuring smooth operations at sea and onshore.

People

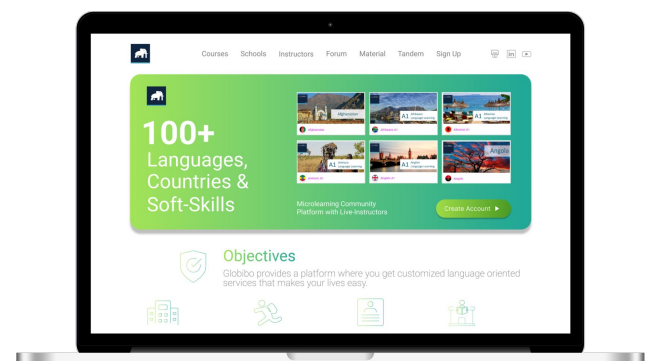
25

Languages

2

Positive Feedback

96%





## MANAGEMENT OF CHALLENGES

Globibo has a large set of online / eLearning Content. The challenge was trimming new general content and shipping specific content to a program that balances the varying levels of expertise of the students.

Furthermore, not all students are keen to do preparation work for training, which strongly influences the effectiveness of the training overall. With the Client's key contact, all students were strongly encouraged to prepare correctly to maximize the impact of the training.

## BEST EXPERIENCE

Cross-cultural Training in internal organizations is a lot of fun. People don't just learn something about others but also about themselves. The usage of the learning is immediate and throughout enjoyable for almost all participants.

## ROLES / TEAM MEMBERS

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The training was a relatively small-scale program for a select few participants for a single day. The Client has a single contact person to reconfirm the content and answer all questions regarding the training logistics.

01

### Account Manager

First responder to the client's inquiry, understanding the project's requirements and maintaining constant communication and coordination with the client during the pre-training stages of the project.

02

### Trainer

Coordinated the required content for the training according to the client's requirements. Reacted to any changes to the project requirements and was the intermediate point of contact between the Client and eLearning Developers.

03

### eLearning Analyst

Provided technical support and advice during the pre-training and post-training eLearning segments. He was also the first responder to any queries from the students regarding the platform.



GLOBIBO

Globibo boosts professional Cultural Awareness through Cross-Cultural Appreciation & Integration Programs through

- Comprehensive, Ready-made eLearning Modules.
- 100+ Micro-Modules for Countries.
- Personalized Content for different industries/ functions.

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