

1. Do you interact with customers, suppliers or co-workers who are native speakers of a different language than the language(s) you speak?
 - a. Yes
 - b. No → Skip to question [4]
2. How adequate are your language skills in your customers', suppliers' or co-workers' native language?
 - a. Totally adequate – I have all of the necessary skills to communicate in their language(s)
 - b. Somewhat adequate – For example, I can participate in a meeting, but I do not have the skills to do everything I need to do, such as make a presentation
 - c. Somewhat inadequate – For example, I can converse on basic everyday topics, but I cannot conduct business in their language(s)
 - d. Inadequate – I do not speak my customers', suppliers' or co-workers' language(s)
3. In which language(s) would improved language skills help you to communicate with your customers, suppliers or co-workers? (Check all that apply)
 - a. English
 - b. Spanish
 - c. French
 - d. German
 - e. Italian
 - f. Portuguese
 - g. Mandarin
 - h. Arabic
 - i. Russian
 - j. Japanese
 - k. Other: _____
4. Which languages do you already speak at a business-proficient level?
 - a. English
 - b. Spanish
 - c. French
 - d. German
 - e. Italian
 - f. Portuguese
 - g. Mandarin
 - h. Arabic
 - i. Russian
 - j. Japanese
 - k. Other: _____
5. Have you encountered any challenges with customers, suppliers or co-workers due to cultural or business customs barriers?
 - a. Yes
 - b. No → Skip to Question [9]

6. How adequate is your cultural knowledge of your customers', suppliers' or co-workers' countries or regions?
 - a. Totally adequate – I have all of the necessary skills to interact successfully
 - b. Somewhat adequate – For example, I can interact with them without a problem, but I lack the knowledge of certain cultural subtleties that would enable me to build more successful relationships
 - c. Somewhat inadequate – For example, I occasionally face challenges due to cultural differences that create problems in my working relationships
 - d. Inadequate – For example, I regularly face challenges due to cultural differences that create significant problems in my working relationships
7. If so, what have been the impacts of these challenges? (Check all that apply)
 - a. Loss of revenue
 - b. Lost productivity
 - c. Damaged relationships
 - d. I experienced momentary embarrassment
 - e. No impact
 - f. Other:
8. Which culture(s) would be most useful to learn about in order to improve relationships with your customers, suppliers or co-workers? (Check all that apply)
 - a. United States
 - b. United Kingdom
 - c. Spain
 - d. France
 - e. Germany
 - f. Italy
 - g. Brazil
 - h. China
 - i. Russia
 - j. Japan
 - k. Korea
 - l. India
 - m. Other: _____
9. In which countries are you fully comfortable conducting business from a cultural perspective? (e.g. you understand the key customs, business practices, and hot button issues of the country, and you know how to effectively work with customers or teams from this country in a culturally-sensitive manner)
 - a. United States
 - b. United Kingdom
 - c. Spain
 - d. France
 - e. Germany
 - f. Italy

- g. Brazil
- h. China
- i. Russia
- j. Japan
- k. Korea
- l. India
- m. Other: _____

In order to help us to best assess the language and cultural training needs, and provide them adequately across the organization, please indicate your:

10. Business Unit:

- a. Sales: __%
- b. Customer Service: __%
- c. Operations: __%
- d. Manufacturing: __%
- e. Legal: __%
- f. Accounting: __%
- g. HR: __%

11. Location:

12. Email address: (Optional** If you would like to use this template to begin an early-stage enrollment list, this could be useful.)