

INTERCULTURAL COMPETENCE



Our Seminars:

Page

Working in International Teams	2
Working Successfully Across Borders	3
Working Effectively with Americans	5
Working Effectively with Germans	6
Relocating Abroad	7
Developing Intercultural Competence	8
Registration	9-10

As the business environment becomes ever more global and competitive, it is increasingly important to focus on building international relationships and developing your “cultural intelligence” as a source of competitive advantage.

Our intercultural 1-2 day workshops (maximum 8 participants) will help you to successfully transfer your skills into the international arena and are delivered exclusively by qualified intercultural trainers.

Your trainer is a native English speaker and trained intercultural coach with many years of experience in business and training. We work with case studies, audio and visual clips and critical incidents.

seminars4business Working in International Teams

Duration of Seminar: 1-2 days

No. of Participants: 4-8

Language: English

Materials: Team Toolkit

Price: €595/1095 per person (+ 19% VAT)

Venue: Düsseldorf

Target Group:

Team members

Managers

Take-away Benefits

For team members and managers both 'global' and 'remote' working are becoming increasingly common. This seminar helps you gain a clearer understanding of where obstacles to improved effectiveness might occur and how you can develop strategies to deal with these.

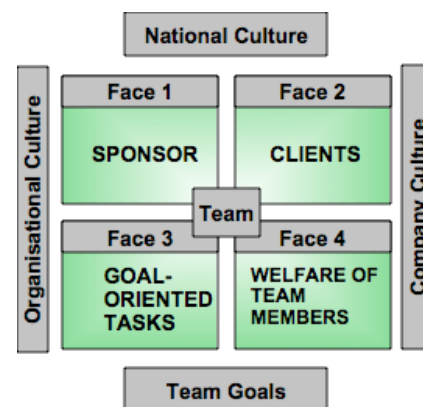
We focus on your specific organisational needs, for example whether you have different teams within one company or cross-company teams with different organisational and national cultures. At the end of this seminar you will have gained valuable insights into better managing a team's relationship with the wider organisation and the relationship between its team members in pursuit of your company's goals.

✓ Avail of our early bird discount

€550 per person for one day seminar or two days for €1000 (requires payment 4 weeks prior to commencement).

Sample Contents

- Building networks outside the team
- Getting and allocating resources
- Drawing up a team charter
- Gaining commitment to team goals
- Linking goals to organisational strategy
- Team roles
- Communication styles and methods
- Rapport and trust-building
- Harnessing diversity effectively
- Dealing with conflict
- Mentoring and coaching
- Providing feedback and tracking progress



Based on Lewis & Lawton 1992

seminars4business Working Successfully Across Borders + The International Profiler

Duration of Seminar: 2 days

No. of Participants: 4-8

Language: English

Materials: Intercultural Toolkit + TIP

Price: €1195 per person (+ 19% VAT)

Venue: Düsseldorf

Target Group:

Professionals working internationally

Take-away Benefits

Working internationally is challenging and requires a special skill set to ensure success. This challenge is even more complex in multicultural teams where managers are required to build relationships and achieve business success across a number of different realities, cultural values and perspectives. This seminar uses a DVD case study of an international team, brought together to launch a new product and demonstrates the difficulties that individuals and teams face in working internationally.

This seminar will provide you with a clear framework to understand the challenges and complexities of working in an international environment. You will learn to develop the practical skills and attitudes required to work with differences, rather than against them, in order to achieve your organisation's international goals.

Sample Contents

- Managing kick-off meetings
- Giving feedback
- Remote communication
- Building trust
- Culturally driven behaviours
- International competencies
- Business socialising
- Communication styles
- Management styles
- Handling conflict
- TIP debrief

✓ **Avail of our early bird discount**

€1095 per person for two days (requires payment 4 weeks prior to course commencement).

The International Profiler (TIP)

All participants in this workshop receive a complimentary TIP and a one-to-one debrief session

What is it?

The International Profiler (TIP) - developed by WorldWork Ltd - is a questionnaire and feedback process to help managers and professionals reflect on where they typically focus their energies when working internationally. The structured feedback that it provides helps raise individuals' awareness of potential areas in which they may require future development, and suggest actions they can take to close the gaps.

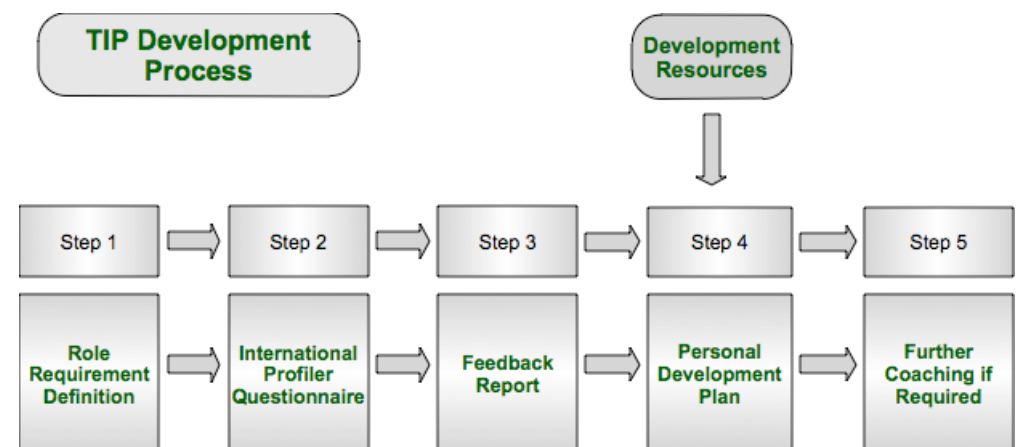
How does it work?

TIP is an on-line questionnaire which focuses on a set of 10 core competencies, involving 22 associated skills, attitudes and areas of knowledge required to transfer leadership and managerial skills into an international context. A feedback session follows, drawing on the results of the questionnaire. We will identify three or four qualities where you could better maximise your performance in an international context. Then we will agree on a plan of action which focuses on development of these qualities.

The Benefits

The direct benefits for you are the ability to work more effectively with colleagues in an international team and the building of productive relationships with new partners in unfamiliar cultural contexts.

At an organisational level, *The International Profiler* can help to provide focused individual development plans and reduce the potential of failure in international assignments and cross-cultural transitions.



Duration of Seminar: 1-2 days

No. of Participants: 4-8

Language: English

Materials: Intercultural Toolkit

Price: €495/950 per person (+ 19% VAT)

Venue: Düsseldorf

Target Group:

Professionals who work with Americans

Take-away Benefits

Globalisation has made intercultural competence an essential skill in doing business. This practical, hands-on seminar will help you develop the skills and strategies you need for improving your business relationships with Americans. After our tailor-made seminar, you will have sharpened your skills when communicating with Americans in business situations and be confident that you really are “speaking the same language”. Through the use of case studies, critical incidents and role plays, you practice your skills while gaining an understanding of how Americans think, communicate and manage in the workplace.

You will receive personalized feedback on your performance. Your take-away benefits include increased confidence and a practical American intercultural toolkit.

Sample Contents

- Cultural values in the workplace
- Understanding how Americans do business and what they expect
- Understanding communication styles
- Successfully navigating situations and avoiding misunderstandings
- Understanding similarities and differences in meeting and presentation styles
- Using small talk as a rapport building tool
- How Americans give/receive feedback

✓ Avail of our early bird discount

€450 per person for one day seminar or 2 days for €850 (requires payment 4 weeks prior to course commencement).

seminars4business Working Effectively with Germans

Duration of Seminar: 1-2 days

No. of Participants: 4-8

Language: English

Materials: Intercultural Toolkit

Price: €495/950 per person (+ 19% VAT)

Venue: Düsseldorf

Target Group:

Office staff

Managers

Our Working with Germans cultural awareness seminars are ideal for professionals and teams who need to build more successful business relationships with German colleagues, partners and clients. A Working with Germans seminar will provide you with the skills to maximise your competitive advantage when doing business in Germany through a mixture of in-depth background information and practical recommendations and solutions.

Take-away Benefits

You will gain appreciation of the key values that motivate German business counterparts and a greater awareness of German business culture and etiquette. We provide you with key tips to ensure successful business relations with your German colleagues and clients. You will learn practical strategies for doing business more effectively with Germans and increase awareness of your own communication style and its impact on others.

Sample Contents

- Profiling your own national culture and understanding its impact on German partners
- Analysis of German culture and attitudes
- Management and working styles for doing business in Germany
- Communication, meeting and negotiation styles
- Breaking down stereotypes
- Effective business communication

Methods

- Presentations
- Case studies
- Video analysis
- Role plays & exercises

✓ **Avail of our early bird discount**

€450 per person for one day seminar or 2 days for €850 (requires payment 4 weeks prior to course commencement).

seminars4business Relocating Abroad

Duration of Seminar: 1-2 days

No. of Participants: 1-6

Language: English

Price:

Target Group:

Materials:

€525/950 per person for 1-2 days (plus 19% VAT)

Professionals relocating abroad/partners

Country Resource Toolkit

Take-away Benefits

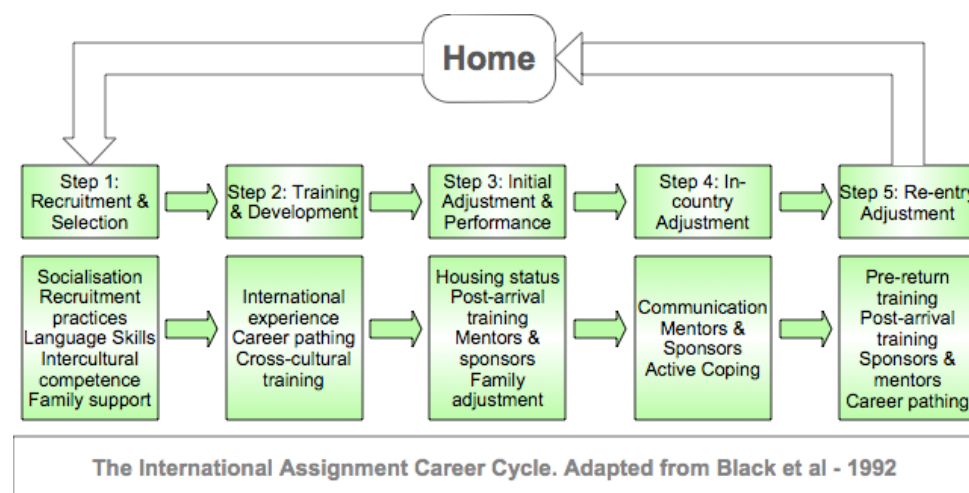
International assignments pose a challenge to individuals relocating, their families and their company. Organisational success is increasingly tied to leveraging one's pool of experienced international managers both to reliably oversee expansion abroad and harness international management skills upon employees' return home. Most international postings involve a change in status, division or function but also changes of corporate and national culture and boundaries - such as exclusion from informal networks - all of these require considerable adjustments. Your tailor-made pre-departure training with us will brief you on the country you are relocating to and equip you with the intercultural knowledge and skills necessary to aid your adjustment. We will remain in contact with you post-departure and support you in your new role abroad.

✓ Avail of our early bird discount

€450 per person for one day seminar or two days for €850 (requires full payment 4 weeks prior to starting date).

Sample Contents

- Country debrief
- Dealing with change
- Intercultural competence
- Building networks and rapport
- Managing cultures and diversity



Duration of Seminar: 1-2 days

No. of Participants: 4-8

Language: English

Materials: Communication Toolkit

Price: €495/950 per person (+ 19% VAT)

Venue: Düsseldorf

Target Group:

Professionals working internationally

Take-away Benefits

Globalisation has made intercultural competence an essential skill for success in the international workplace. Whether you work on international projects or manage multicultural teams, our seminar will raise your intercultural awareness in order for you to turn cultural difference from a disadvantage into an asset. Recognizing your own cultural values and their impact on others is essential to becoming a successful intercultural communicator. After our seminar you will have gained a greater understanding of how culture impacts on international business communication.

We use case studies, role plays, videos and so-called “critical incidents” as tools for you to improve your effectiveness in communicating interculturally. You will receive personalised feedback and a practical intercultural toolkit.

Sample Contents

- Awareness of your own working style
- Ways of giving/receiving feedback
- Strategies for dealing with disagreement and/or conflict
- Understanding the concept of culture
- Discussing effective leadership styles
- Communication styles
- Teamwork
- Dealing with expectations

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INTERCULTURAL COMPETENCE

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HELPING YOU COMMUNICATE
INTERNATIONALLY

3 easy ways to register:

1. Post form below to: seminars4business, Sohnstr.58, 40237 Düsseldorf, Germany
2. Send an email to: info@seminars4business.de
3. Register online on our website: www.seminars4business.de

Seminar Cancellation Policy

A full refund less an administration fee of €100 will be given for cancellation requests received up to 20 working days before the event. Cancellations must be made in writing (letter or email) and reach this office before the 20 working days deadline. Delegates who cancel less than 20 days before the event, or who don't attend, are liable to pay the full course fee and no refunds can be given. However, if you wish to attend the next course, and you have paid your course fee in full, you will only be invoiced for 25% of that course fee. Please note that the next course must take place within 6 months of the initial application. Of course, a replacement is always welcome, provided the CEF Level is comparable.

VAT

Under German Excise regulations delegates from all countries are required to pay VAT currently @ 19% on all courses taking place within Germany.

Personal details:

First name _____

Surname _____

Company name _____

Address _____

Email _____

Telephone _____

Job title _____

Company activity _____

Course I am registering for _____

I agree to the terms and conditions of registration

Date _____ Signature _____