

Intercultural Communication

How to survive in an international business environment

What is it about?

When working in an international business environment, before actually getting to core business or even a deal, the knowledge of how the people from other countries think and act is essential.

Behaviors that seem natural to you may be totally misunderstood by your counterpart. This is due to completely different business cultures.

This seminar will start with the topic of stereotyping or the picture you have in mind when thinking about other countries. From that point you will learn about the reasons for difference.

Afterwards we will dive deeper in the world's most well-known and successful theories and strategies by Mr. Prof. Hofstede and Mr. Lewis. While the first focusses more on theoretically-based models, the second is about insights from real business life.

Using the new insights, you will get business cases and the task to establish a cooperation between your and a foreign country. In your team, you will have time to prepare the intercultural meeting. This includes a holistic view. Not only the right negotiation tactics, but also a proper dresscode, correct greetings, maybe presents, personal talks, etc.



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Katharina Wendt - Intercultural Management

PRACTICAL INFORMATION

1st of December, 2020
from 14.00 till 18.00 o'clock

Subscribe for the course until 15th
of November, 2020

For participation, please send a
mail to the following address:
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Place: online

Contact info Trainer:
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