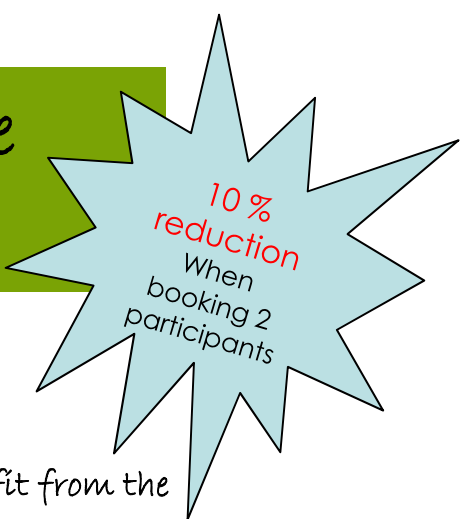


## Intercultural training course "Ahoy Germany"



10%  
reduction  
When  
booking 2  
participants

### Your advantages:

- You will meet others involved in German-"foreign" business and can benefit from the opportunity to exchange experiences and create contacts,
- You will be in the hands of our German business director and can take advantage of her wealth of experience of over 20 years in international business
- You will become an active participant in the proceedings and will become aware of your own cultural biases
- You will try out different points of view in order to sharpen your cultural perception skills,
- You will create the necessary equipment for success on the German-"foreign" business stage,
- You will build security and self-confidence in your personal dealings with Germans
- You will become aware of cultural differences and will be able to reduce areas of cultural tension significantly to draw out the best from cultural diversity
- Lunch and all refreshments will be provided for your convenience

# AGENDA

## “Ahoj Germany”

### Morning 9am – 12 noon:

- What is culture? What does intercultural competence mean?
- Intercultural sensitisation- sharpening your own observation and interpretation skills
- Image of self – image of other: how do you perceive the Germans? How do you perceive the foreign culture?
- German core values: driving forces of thought and business

Lunchbreak/ catering in office

### Afternoon 12.45 - 5pm

- Communication styles: what I say and what is understood by others
- Leadership styles: expectations of manager and employee (hierarchies, instructions, deadlines, status...)
- Practice transfer through a variety of case studies: analysis & solutions
- Self-reflection: what can you do to reduce areas of cultural friction and gain a greater advantage from cultural diversity?
- Summary of Aha! moments, review of remaining questions, feedback