

Intercultural training course 'Global Player - not just in name'

10 %
reduction
when
booking 2
participants

Your benefits:

- Meeting others involved in international business and using the opportunity to exchange experiences.
- Creating a social network.
- Becoming actively involved in events and aware of your own cultural predispositions.
- Trying out different points of view in order to sharpen your cultural awareness.
- Developing the necessary skills for your successful appearance on the international scene.
- Bringing your own case studies and receiving answers to your individual questions.
- Significantly reducing future points of cultural friction and being able to make the best use of cultural diversity.
- And your physical well-being will of course also be taken care of!

Agenda

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Morning:

- What is culture and how does it govern our careers?
- Intercultural competence - a learning process
- Dealing with stereotypes
- Intercultural sensitisation - sharpening your observation skills for cultural differences
- Experience exercises: different countries, different conventions
- Video: observing behaviour and perception
- Profile: what constitutes a Global Player?

Agenda

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Afternoon:

- Fundamental concepts in the research: comparison of your chosen countries in areas such as hierarchies, need for security, masculine/feminine values, timekeeping, individualism
- Comparison of patterns of communication in your chosen countries
- Comparison of leadership styles in your chosen countries
- Many different case studies from your and our experience: analysis & methods of approach
- Reflection on light bulb moments. Clarification of any remaining questions.