

Intercultural training course 'You can make a difference'



10%
reduction
when
booking 2
participants

Your benefits:

- Meeting others involved in German/American 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 American/German 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 'You can make a difference'

Morning:

- What is culture and how does it govern our careers?
- Dealing with stereotypes
- Intercultural sensitisation – sharpening your observation skills for cultural differences
- Experience exercise: different countries – different manners
- Interesting facts about the USA
- Academic theories: hierarchies, need for security, masculine/feminine values, timekeeping, individualism in Germany & the USA

Agenda

'You can make a difference'

Afternoon:

- Exploring shared and separate core values in Germany and the USA
- Peculiarities of verbal & written communication
- Successful negotiation strategies
- Your "USP" - Unique Selling Point
- Many different case studies: analysis & methods of approach
- Useful Do's & Don'ts, golden advice
- Reflection on light bulb moments. Clarification of any remaining questions.