1-DAY WORKSHOP
BUSINESS CULTURES OF THE WORLD

UNDERSTANDING OTHER CULTURES
FROM A GERMAN PERSPECTIVE

The Germans often need to live with their stereotype of hierarchical, rigid and punctual business people. But this stereotype does short to many of the real strengths German business professionals bring to the table. The Germans play a vital role in business ventures across the world, and the interaction with colleagues and partners from other cultures is of key importance to them. For Germans it is important to learn how their culture differs from other business cultures of the world. This enables them to be flexible, and occasionally adjust their way-of-working to other cultural norms. This one-day workshop creates awareness of the main cultural differences between Germany and other cultures. Focus is on practical tips that can be applied directly in a business context.

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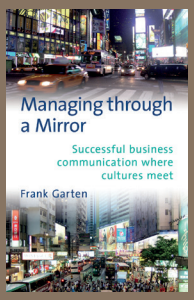
WAY-OF-WORKING

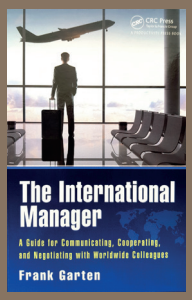
The workshop is highly interactive. Participants prepare own experiences and cases upfront that will be discussed in the workshop. They will pre-read a few chapters from the book that comes with the course. Several short exercises will be conducted.
The facilitator will stimulate self-reflection, and will make the workshop highly practical. Participants will often look in the mirror, and realize how they are perceived by others across the world.
This one-day workshop (max. 15 participants) is provided in-company for € 2.695*

This fee includes:

- 6,5-hr workshop
- End-of-day assessment of acquired knowledge
- Book: Managing Through a Mirror
- Hand-out summarizing the main learnings
- Unlimited access to one-to-one Skype consultation for each participant after the course

** Tariff is excl. VAT and excl. eventual conference location costs*





TARGET GROUP

This workshop is for German business professionals who frequently interact with colleagues, suppliers and clients in other cultures. Although specific country cultures will be addressed based on participant's needs, the workshop applies to the interaction of the Germans with all business cultures of the world.

CONTENT

The key differences between the German culture and other cultures of the world will be explored. We zoom in on aspects of culture that are difficult to understand – or difficult to deal with – for the Germans. We will emphasize strengths of the German business culture and see how these can be of advantage in other parts of the world. Also, German participants build up a solid understanding of how they are perceived by people from other cultures.

Frank Garten

Frank Garten (PhD) is author of 3 books on cross-cultural cooperation, and provides lectures, public speaking and workshops across the globe. His workshops are full of practical tips that can be applied tomorrow when back at work.
Frank has many years of experience as project manager, commercial manager and general manager in international companies, and knows the German business culture very well. He worked with colleagues, clients and suppliers in most countries of the world (especially Europe, Asia and the Americas). With a PhD in Physics he can quickly connect to the work context of technical specialists, as well as senior management. With an open and enthusiastic style, he confronts people and helps them to increase their impact.