

# CrossCultural Management

## Your ticket to international success

### Participants

International- business, sales and operations managers, coordinators, expatriates

### Programme

- ➔ Leadership & management
- ➔ Sales & commercial negotiation
- ➔ Training, consulting & coaching
- ➔ Personal development

### Methodology

Class instruction and role-plays. For up to 10 people (1 trainer), for 18+ people (2 trainers of different nationalities)

Blended learning approach by special e-learning tutorials.

Additionally 1 hour of **personal coaching** is given by a Krauthammer consultant with the nationality of the country the participant is dealing with

Very few of us work with only people from our own nation. With the increasing trend towards globalization, many organizations now have major opportunities to sell or produce their products and services in other countries. The question is do we really understand the subtleties of other cultures? And are we motivating our international colleagues or partners in the most effective way?

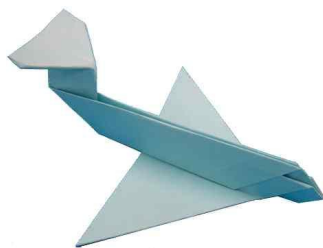
To be competitive in this fast changing global environment, the international manager or sales person needs a high level of awareness of the significant cultural aspects of the countries that he or she is dealing with. We need to influence, negotiate and communicate in the most effective way.

Differences in culture and language can lead to miscommunication, misunderstanding and, ultimately, the loss of a sale or effectiveness. Through our program participants will gain a better understanding of their personal communication styles through concepts such as nonverbal communication, cultural filters and remote communication.

Managers will learn a number of approaches to help them capitalize on the international diversity in their team. It will enable them to take better decisions on how to structure projects and teams, and also to maximize motivation face-to-face.

Our program on Multi Cultural Management uses the most effective theories in order to provide the participant with concrete and efficient tools to create better understanding of other nationalities. It will provide participants with a unique mix of e-learning, interactive group training and personal coaching from a local consultant in the country of their choice

## Benefits



Main objective: Build trust and enhance cooperation in an international organization/unit/team

- ➔ Be aware of our own cultural filter
- ➔ Know and adapt to differences in values / behaviors / experience
- ➔ Solve cultural dilemmas creatively
- ➔ Develop skills to enrich mutually
- ➔ Increase our flexibility to interact with other cultures
- ➔ Facilitate remote teams and conduct virtual team meetings
- ➔ Get to know do's and don'ts of specific cultures
- ➔ Improved communication with business partners from other cultures

## Content

### Day 1 – Basics of culture

- Define culture in this context
- Explain different aspects of culture
- The Filter
  - Prejudices facing the cultures of countries we work with
  - Understand the multiple perceptions that exist
- The Cultural Iceberg
  - Symbols, behaviours, values, heroes, identities, thoughts, patterns
- Exercise: Identify patterns of thoughts of others and adapt appropriately
- The three cornerstones of interpersonal communication in an international environment

### Day 2 – Working with culture

- Evaluate day one, e-learning and homework
- New patterns of thinking, acting and coaching in their use
- Exercise: analysing and working with culture
- Cultural negotiation exercise between groups
- Do's and don'ts of specific cultures

### Day 3 – Culture in practice

- Presentation of the return on investment from day 1/2
- Coaching on presenting to an international audience
- The essentials of remote management
- The cultural evolution session: creating value from diversity
- Conducting an international meeting
- Personal cases

### Part 4 – Coaching the culture (1 hour by phone)

- A Krauthammer consultant from the country of your choice will coach the participant on his or her behaviour. Do's and don'ts of the culture will be discussed and personal cases will be elaborated.

- Price: £ 2.170,- excl. VAT per participant (€2680,-).  
The investment includes £ 420,- for various logistical costs.
- Preparation for the training
  - Access to e-learning
  - Three training days from 9.00 to 17.00
  - Full documentation
  - lunches, coffee and tea
  - 1 hour of personal coaching
- Hotel room for the night between day 1 and 2 is optional (not included)

## Training methodology at a glance

361° feedback is included in tailored training courses



In between 3-5 weeks practicing on the job

