

S&W

T R A I N I N G

Culture Management

SPRACHEN & WIRTSCHAFT GMBH

# CULTURE MANAGEMENT

The intercultural program for the

## **SUCCESS AS AN EXPATRIATE**

Globalization is exposing more and more international executives to different economic systems and socio-cultural differences. INTERCULTURAL COMPETENCE has thus become a decisive factor in the success they can achieve – for themselves as well as for their companies.

## **THE IDEAL SITUATION**

Ideally, as soon as you've decided who the perfect representative for your company is, you'll go about the business of planning and coordinating the stay abroad from an intercultural standpoint. This is where we can step in to offer you our professional assistance during the whole process. We will be pleased to discuss a customized concept with you, whether it is for a single expat or for whole groups of managers who are planning their stay abroad.

## **THE USUAL SITUATION**

Realistically, however, it has been our experience that instead of a consistent, unified concept there is more often a demand for pragmatic, individual solutions. Therefore, we have developed a number of modules we would like to outline for you.

## **THE S&W OFFER**

Since opening our doors in 1988, we have been focused on teaching the German language in combination with German business and management culture. However, over the years more and more clients have asked us to develop culturally specific relocation seminars for their outgoing expats. In order to respond to our clients' needs, we have recruited highly competent trainers and trainer teams, and have expanded our spectrum of expertise to include seminars and trainings in intercultural communication and competence. We are proud to introduce you to our new program for outgoing expats. But before we travel on, let's start with Germany.

### **A. SUCCESS IN GERMANY**

#### **THE TARGET GROUP**

Our program SUCCESS IN GERMANY is directed towards executives and their partners who

- are already living in Germany as expatriates
- are planning a stay in Germany in the near future or who
- come into close contact with the German economy in their respective countries.

These executives play an active role in the process of internationalization. They often also have to face problems outside of their professional expertise. We offer them support to successfully overcome these intercultural challenges.

All modules in our program SUCCESS IN GERMANY are offered in English, French or

German (other languages available upon request).

## **INTERCULTURAL WORKSHOPS**

OUR INTERCULTURAL WORKSHOPS combine information sessions with role plays and practical experiences. They focus on developing an understanding for typical German characteristics – as they are reflected in its politics and economy – and show how these have developed out of historical facts.

They show how to interact effectively with Germans.

## **FIT FOR GERMANY**

This workshop prepares future expatriates and their partners either in their home countries or during a preparatory visit in Germany. Duration: 1-2 days (as per agreement)

## **WELCOME TO GERMANY!**

This introductory workshop targets newly arrived expats and their partners. Duration: 1-2 days or on request.

## **SUCCESSFUL IN GERMANY**

This follow-up workshop targets expats and their partners. Duration: 1-2 days or on request.

## **INTERCULTURAL INFORMATION MODULES**

(these can be incorporated into the INTERCULTURAL WORKSHOPS as needed)

- THE GERMAN ECONOMY: Consensus-based Capitalism?
- GERMAN MANAGERS: Competent but Inflexible?
- COMMUNICATION AND DECISION-MAKING IN GERMANY: Slow Motion
- GERMANY – EUROPE'S LEADING POWER? History and Political Trends
- GERMANY – FOR EXPATS-SPOUSES AND CHILDREN

## **CULTURE COACHING**

offers individual, competent and discreet support in all intercultural matters. The S&W CULTURE COACH will support the expats with information and advice until they feel at home in the German culture.

## **CULTOUR:**

### **THE EXCLUSIVE VIP-TOUR**

Seeing and experiencing Germany, learning and understanding:  
Individually arranged tours for individuals or groups accompanied by an experienced CULTURE GUIDE. You will visit especially chosen areas of special interest. Your CULTURE GUIDE will instruct you in all those topics that interest you: history, politics, art, culture and current events. We offer this culture tour in the following languages: German, English, Italian and Japanese.

For more information, please order our brochure.

## **B. SUCCESS WHILE ABROAD**

Using the most up to date training methods and information, our highly competent USA team prepares German executives – being sent to the United States to work, or who work with overseas American partners – in preparation workshops.

### **BETWEEN GERMAN QUALITY AND THE AMERICAN DREAM**

This two day, interactive seminar concentrates on those hidden differences in communication between Germans and Americans in business contexts. This seminar begins by discovering American values and expectations which affect overall communication and business practices; further, the trainees will learn new strategies for dealing with these differences.

Presentations, negotiations, conflict management, being self-assertive, developing a positive working atmosphere, team work, and more are topics that you will profit from. Through better understanding of what makes an American „tick“, the participants will be able to make better business decisions. Why make expensive mistakes? Why let American business style take the lead advantage? Knowing your American partner, customer, employee's needs, values and expectations is the key to intelligent business and this seminar is the key to better business.

Duration: 2 days

Language: German or English

## **OUR TEAM**

Our multicultural CULTURE MANAGEMENT team is made up of in-house and external trainers, each of whom brings different areas of expertise to our program. Either they come from the countries they present in seminar, or they are Germans with years of experience working and living abroad. This highly qualified team has developed our program CULTURE MANAGEMENT and made it what it is today. All of our trainers have years of experience in the field of intercultural training as well as excellent references. Currently, our team's expertise is with the following countries: Australia, Brazil, France, Germany, Great Britain, India, Japan and the United States.

## **OUR LOCATION**

This is entirely up to you. Most of our clients decide to come to us. Meersburg on Lake Constance. Our clients appreciate the special atmosphere of our company headquarters – a 600-year-old building in the middle of a preserved medieval town and in one of Germany's most beautiful landscapes.

However, if you do not wish to come to **MEERSBURG**, this poses no problem:

We offer you our service wherever you want anywhere in Germany and all over the world.

## THE PRICES

The price for a CULTURE MANAGEMENT program depends on the time-frame and on the number of participants. We can discuss the costs as soon as the framework of your individual program has been established.

## DATES

We will arrange the date of your in-house training or workshop directly with you according to your wishes.

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T R A I N I N G

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