



Intercultural Coaching Germany

S'ETYS

Enabling people and organizations



Intercultural Training and Intercultural Coaching about Germany – especially for Scandinavians

Both Germany and the Scandinavian countries are as international leaders comparable on the entrepreneurial level as well as the economic level and are extremely successful. Their paths to success do however differ somewhat.

When differences are not recognized in Scandinavian-German relationships they can easily lead to misunderstandings or even blocking from both sides resulting in breakdowns in communication.

Being aware of different situations and a targeted approach to handling them with the different cultures provides a key to new potential and approaches to problem solving, supporting domestic as well as international competitive ability in your company.

Intercultural competence for you, your Scandinavian colleagues or employees when working together with Germany is your key to success.

Aims of Intercultural Training about Germany

Learn about German culture, how to recognize and understand what is below the surface. At the same time reflecting on your own thinking and action patterns, observing yourself and gaining from new perspectives.

This facilitates:

- Seamless cooperation in German-Scandinavian teams
- Smooth intercultural communication with Germany and Germans
- Seamless, successful intercultural project management
- The right decisions for the German market
- Successful negotiations with Germans
- Successful communication with German staff, customers and suppliers
- New approaches to problem solving
- New thinking and solution strategies
- Early recognition of conflict and finding solutions
- Avoiding or reducing culture shock
- Avoiding bad investments

Target group for Intercultural Workshop about Germany

Intercultural training about Germany is advisable for Danish, Norwegian and Swedish experts and managers who work together with the Germans, for expats as preparation for a stay in Germany and to penetrate the German market.

An intercultural training course or workshop can ideally be held for up to twelve staff.



Target group for Intercultural Coaching about Germany

Intercultural one-to-one coaching about Germany can be useful for Danish, Norwegian and Swedish, experts or managers who need individual preparation for international assignments or who want to prepare individually and intensively for cooperation with Germany, or who would like support as they work in Germany.

Coaching, Training or Workshop about Germany?

Your goal, your situation and number of participants determine the format: intercultural coaching, intercultural training, intercultural workshop, intercultural team building or even intercultural impulse lectures – each format has advantages and disadvantages. We choose the format that suits you best and tailor the content to your needs.

Content for Intercultural Trainings, Workshops or Coaching about Germany

An intercultural workshop about Germany creates awareness for the participants of their own cultural patterns and what effects they have on their own thoughts and action patterns as well as their company culture.

For comparison we will work from a holistic point of view on the cultural background finding out what makes the Germans tick, their world and their concept of mankind, their thought and action patterns.

The content will be determined after a needs analysis or personal interviews with the participants or client.

An intercultural training, workshop or coaching about Germany can include the following topics:

- The country and its people
- History, economy, society and politics

You will be sensitized to:

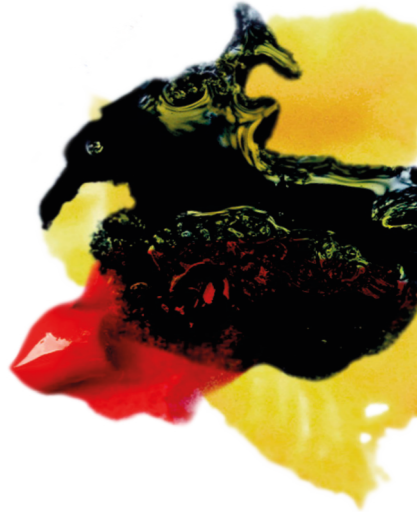
- German culture as well as the German way of thinking and behaviour patterns
- Your own cultural footprint, your thought and action patterns
- Dynamics and processes that can be created when working on intercultural communication and cooperation.

You experience what effect cultural patterns have on:

- Perception, thought, emotions and behaviour
- Value judgment
- German business culture
 - (Intercultural) communication (meetings, presentations, feedback, appraisal interviews etc.)
 - Leadership and hierarchy
 - Negotiations
 - Teamwork
 - Decision-making
 - Project management
 - Conflict management
 - Organisation
 - Marketing
 - Expectations from companies and authorities

In behavioural training and communication training you learn:

- Appropriate behaviour for and with Scandinavian-German teams (leadership, communication, behaviour etc.)
- To recognize and avoid possible conflict
- To handle various problem-solving approaches
- Business etiquette
- Small talk and taboos
- Do's and don'ts, avoiding the classic mistakes





Methods for an Intercultural Training or Workshop about Germany

An intercultural training, coaching or workshop about Germany is created to meet either your, or the customers', targets. Taking a holistic view you will interactively experience, using diverse methods the various points of view, thought and behaviour patterns leading you to surprising new insights.

There are many interactive methods including:

- Individual and small-group work
- Exercises for self-reflection
- Experience transfer and exchange

- Short input sessions
- Group discussion
- Best practice and case studies
- Self-tests
- Role plays
- Simulations and
- Analysing video sequences

When should an Intercultural Training or Workshop about Germany be Recommended?

An intercultural training, workshop or coaching about Germany are always a good idea if you want to work long-term and successfully with Germans and Germany.

Especially when:

- You want to penetrate the German market
- You buy a German company or work in close cooperation with one
- You have a joint project with the Germans or German speakers
- A Danish, Swedish, or Norwegian company merges with a German one
- Change processes with German staff or German-Scandinavian staff are undertaken and should be sustainable
- You are sent on international assignment to Germany
- You work in or with German-Scandinavian teams
- You have the feeling that communication is not seamless and conflict begins to emerge
- For partners, spouses and families accompanying those on international assignment in Germany
- Management staff, who want to optimally utilize the potential of international and German-Scandinavian teams.



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