



## Intercultural Coaching Scandinavia

S\ETYS

Enabling people and organizations



Both the Scandinavian countries and Germany 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 your German colleagues and employees when working together with Scandinavia is your key to success.

## Aims of Intercultural Training about Scandinavian Countries – especially for Germans and German Speakers

Learn about Scandinavian cultures – parallels and differences – 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 Scandinavia and Scandinavians
- Seamless, successful intercultural project management
- The right decisions for the Scandinavian markets
- Successful negotiations with Scandinavians
- Successful communication with Scandinavian 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 Scandinavia

Intercultural training or workshop about Scandinavia is advisable for Germans and German speakers who work together with Scandinavians, for expats as preparation for a stay in Scandinavia and to penetrate the Scandinavian market.

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

## Target group for Intercultural Coaching about Scandinavian Countries

Intercultural one-to-one coaching about Scandinavia can be useful for Germans and German speakers who need individual preparation for international assignments or who want to prepare individually and intensively for cooperation with Scandinavia, or who would like support as they work in Scandinavia.

## Coaching, training or workshop about Scandinavia?

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 Scandinavia

An intercultural workshop about Scandinavia 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 Scandinavians 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 Scandinavia can include the following topics:

- The countries and its people, parallels and differences
- History, economy, society and politics

You will be sensitized to:

- all Scandinavian cultures as well as the different Scandinavian ways 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
- Scandinavian business cultures
  - (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 Scandinavia

An intercultural training, coaching or workshop about Scandinavia 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:

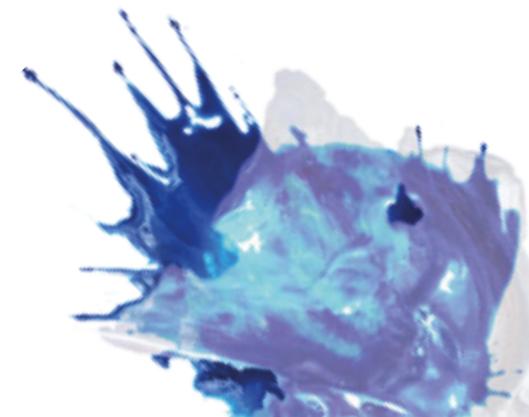
- Individual and small-group work
- Exercises for self-reflection
- Experience transfer and exchange
- Short input sessions
- Group discussion
- Best practice and case studies
- Self-tests
- Role plays
- Simulations and
- Analysing video sequences

### When should an Intercultural Training or Workshop about Scandinavia be Recommended?

An intercultural training, workshop or coaching about Scandinavia are always a good idea if you have German speaking employees or colleagues who want to work long-term and successfully with Scandinavians and Scandinavia.

Especially when:

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





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