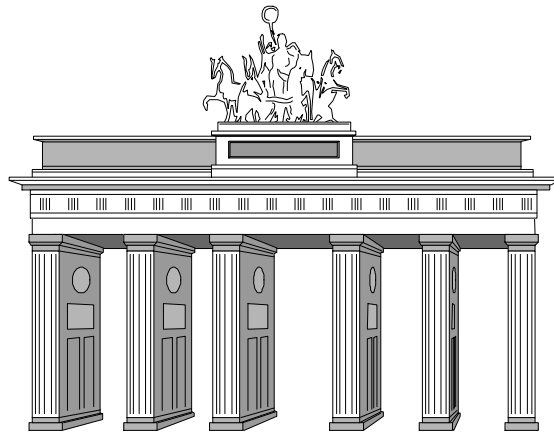


Cultural Patterns in Business

Germany and the USA



- PROGRAM -

IFIM Institut für Interkulturelles Management GmbH

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Day 1: Managing Impressions

09:00 – 10:00 Welcome and introduction

Trainers, participants, seminar structure

10:00 – 11:15 The challenge of working with a foreign culture

Recognizing and adapting to cultural differences

11:15 – 11:30 Break

11:30 – 13:00 Getting to know business colleagues

Establishing respect, credibility and trust
diversity and gender related perceptions
Trip to Headquarters, group work / role play

13:00 – 14:00 Lunch

14:00 – 15:30 Colleague or friend

Developing personal relationships
Business Trip to Germany, role play

15:30 – 16:00 Presenting your views

Getting the message across effectively

16:00 – 16:15 Break

16:15 – 16:45 Communicating in a foreign language

Exercise – *My recent vacation*
E-mail, telephone, video conferences

16:45 – 17:30 Multicultural teams

Clarifying the ground rules for effective cooperation;
Who must adapt to whom?

Day 2: Getting Results

09:00 – 09:30 Review of day one

09:30 – 10:45 **Basic convictions and business values in German society**
Basic Values, Employee Rights, Labor Unions, Shareholder Value,
Law, Education, Religion, Morals

10:45 – 11:00 Break

11:00 – 12:45 **Leadership**
Goal-setting, decision-making, motivating, resolving conflicts
group work / role play

12:45 – 13:45 Lunch

13:45 – 14:30 **Teamwork**
Same word, a different model; cooperation vs. competition

14:30 – 16:00 **Obtaining Support from a German colleague**
Differences in the perception of time; the use of praise and criticism
– *The Wrong Person*, role play

16:00 – 16:15 Break

16:15 – 17:00 **Motivation**
Getting a favor from a German colleague
The Big Opportunity, role play

17:00 – 17:30 **Closing comments, workshop evaluation**
12 Golden Rules for cooperating successfully with Germans;

Program Information

Who Should Attend

American managers and specialists working with German business partners.

Program Objectives

The course illustrates socially and culturally determined patterns of thinking and behaving in Germany. The program is focused on those aspects of working and living which are particularly relevant to the American business-person. The participants develop an appreciation of German cultural standards which enables them to

- correctly understand and anticipate the German approach;
- successfully pursue their own objectives;
- quickly recognize areas of inter-cultural conflict and constructively handle them;
- identify and utilize the potential for synergy.

Methodology

The Contrast-Culture method of teaching is utilized throughout the program and employs concrete exercises and case studies drawn from practical experience. Roll-playing with the German trainer amplifies the subtle differences in German and American approaches and provides opportunities to practice successful behavior in an inter-cultural context.

Trainer Team

German Trainer: Andreas BITTNER

American Trainer: Thomas T. KRAUSS

Booking

This program is designed as Company in-house-training.

Please contact the IFIM-Office for further information.

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