

Do you know "Mau Mau"? It is a simple German card game preferably played by children. Although everybody in Germany knows this game, it is played with different rules and sometimes even has a different name. It is just a question of where in Germany the game is played.

Another example are recipes: A meal may be called the same in whole Germany but it is cooked totally different. Or it is cooked the same way but has different names - all depending on the region the meal is served. Is this familiar to you?

People are different like the cultures they have developed. We know all this, but are we really aware of it? And do we know to appreciate this fact not to mention how to use it?

How easier international business affairs could be, if mysterious inexplicable things would not occur suddenly from one day to another?



*"Recently we started a co-operation with a German car factory. But everytime the German sales manager arrives for a meeting everybody has to hurry up and leave all work as if there were no more important things to do than to comfort him. I only got two hands and they turn dust into gold. But this the 'German boss' doesn't recognize!"*



*"Well, that's enough now! Such a long time I've been suffering the arrogant department of my German boss! But if he still renounces to see the staff's worse mood since he took over the management, he must look for another idiot to push around. There are other companies that appreciate a specialist like me!"*



*"Yes, I admit, that the delivery date was fixed. And we all did our best to keep it. But sometimes unexpected things use to happen. Why do the Germans don't realize this fact? If I hadn't these good contacts to a neighbouring firm, the delay would have been much longer. Instead of attacking me the Germans should be grateful!"*



*"I really don't understand the aggressive department of my German colleague! Everything was prepared absolutely perfect: the first day of the fair went fantastic and I made new business contacts which will be very important for our co-operation. Is it my fault that she was too sleepy to join us last night for a party? So at least she could take over the presentation for today!"*



*"That's not true! The Germans and their bureaucracy drive me insane! From the cradle to the grave: forms, forms, forms! People inventing such sayings should have lots of time. But for them nothing can be done quickly enough. As if the application can't wait till tomorrow!"*



To exclude these "obscurities" from the beginning of your international business activities we provide a complex inter-cultural training program, that enhances your and your employees competences in handling business successfully abroad.

You will learn how to avoid insecurity and misunderstandings with often fatal consequences (i.e. business failure) only resulting from unknown cultural differences. In an active way you will get to know the conditions for a successful communication with your German business partner:

- ★ becoming aware of your own culture depending thinking and department
- ★ perceiving the foreign culture from the other point of view
- ★ dealing better with inter-cultural evoked stress and insecurity
- ★ acting and reacting in an alternate way on unfamiliar situations
- ★ presenting your ideas, plans and expectations in a way, the foreign business partner is able to interpret properly on the background of his culture.

### **Goals:**

The participants get sensitive for the relationship with German business partners. The individual success of both the company and the employees depends decisively on the knowledge and the awareness of the foreign partners communication structures. The seminar introduces to the peculiarities of German culture and helps to reflect the own unaware culture depending department.

### **Method:**

By means of real occurrences in the inter-cultural business world eight specific subjects will be discussed. Video features on the experiences of international managers, employees and scientists in communication studies will strengthen the outcome.

Typical inter-cultural conflicts will be played in stand-up scenes to enhance the sensitiveness for the thinking, feeling and acting of the other side.

The participants will be prepared for their professional engagement in Germany by getting comprehensive information on the German way of living in private and in public including a survey on the historic cultural development of the German society.

### **Content:**

#### **I. The concept of culture:**

What determines culture? – meaning of cultural standards - characteristics of the own culture / cultural standards – stereotyp and prejudice

#### **II. Personal relations:**

What comes first: the signing of contract or relationship? – partner orientation vs fact orientation - mixing of private and professional fields – internal vs external control



### III. The meaning of language:

How important is the language? – direct vs indirect speech department – ambiguities (false friends) – misinterpretation caused by lower resp. higher speech context

### IV. Non-verbal communication:

What nobody dares to speak out, but everybody perceives: paraverbal and non-verbal communication – extroverted vs introverted personalities – body distances and eye contact

### V. Tradition, moral and sense of justice:

What determines success? – organization vs improvisation – cultural structures: the meaning of status, hierarchy, power and respect – particularities in inter-cultural marketing

### VI. Appreciation of time:

What is the right timing? – monochrome vs polychrome understanding of time – punctuality and patience – simultaneously or step by step?

### VII. Dealing with conflicts:

How to avoid conflicts? – dealing with mistakes and criticism – self-confidence vs inconsistency – traps of inter-cultural personnel management

### VIII. Rituals, customs and manners:

Protocol and etiquette – dresses make business – salutation rituals – invitations – guest gifts or corruption?

#### Conditions

	Days	Time	Lessons	Price / Person
<b>2-days seminar:</b>	Sat / Sun	8:30 am - 4:30 pm	16 lessons	580,00 €
<b>3-days seminar:</b>	Fri - Sun	8:30 am - 4:30 pm	24 lessons	770,00 €

#### Dates 2-days seminars 2006:

Jan.	Feb.	Mar.	Apr.	May	Sept.	Oct.	Nov.	Dec.
14./15.	11./12.	11./12.	08./09.	13./14.	09./10.	14./15.	11./12.	02./03.

#### Dates 3-days seminars 2006:

Jan.	Feb.	Mar.	Apr.	May	Sept.	Oct.	Nov.	Dec.
27.-29.	24.-26.	24.-26.	21.-23.	26.-28.	22.-24.	27.-29.	24.-26.	15.-17.

The seminars take place at our school in Dresden. Internal company trainings may be executed on your premises. The dates will be fixed on agreement with you.

During your seminar stay in Dresden we will arrange your accommodation in comfortable furnished apartments with bath, kitchen, TV, phone and internet access, cosy guest rooms or hotels.



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Please accept my / our enrolment for the seminar „**Inter-cultural Communication**“:

- 2-days seminar (Sat / Sun) incl. 16 lessons  
Price per participant: 580,00 €
- 3-days seminar (Fri – Sun) incl. 24 lessons  
Price per participant: 770,00 €

Number of participants: .....

Date: .....

I / we wish to be accommodated at:

- Guest room  for ..... persons
- Apartment  for ..... persons
- Hotel category:  
Standard  Comfort  Luxury  for ..... persons
- with breakfast  no breakfast

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Place / Date

.....  
Signature / Company stamp

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