

English Version

As globalisation and internationalisation are inexorably increasing, too, intercultural qualifications and competencies are required from the involved personnel to an extent far beyond very language capabilities.



Meanwhile most companies are already acting across international borders and are to manage manifold intercultural relations . This sometimes makes very great demands on the concerned staff members in reference to intercultural communication and negotiations. Accordingly many of these companies, joint- ventures, development organizations or diplomatic agencies contain a multi-ethnic structure of personnel

and a referring internal culture: different ethnicities, religions , languages or ideologies may be included, which requires a thorough diversity management. Hence, as different or sometimes even incompatible cultural traditions meet, competencies like “cultural awareness” or “cultural empathy” will become increasingly essential.



Our courses shall meet these challenges by intercultural communication training and coaching. They include practical working experiences as well as group encounters, role plays and discussions with particular focus on culturally dependent

- concepts of time and planning,
- styles of negotiation and guidance,
- hierarchies and decision-making,
- standards of politeness and acquaintance,
- age- and gender-roles,
- concepts of advertisement and promotion,
- work routines and habits.

Whenever possible, the courses shall include the participant’s own experiences during his/her former stays in a foreign environment, in order to connect theoretical cognition with practical encounters and problems.