

TRAINING AGENDA – INTERCULTURAL COMMUNICATION

1. Topics covered during the training

- Intercultural concepts – How To Better Understand The Culture
- Limits and Risks of your own perception – Dealing with prejudice
- Overcoming The Culture Shock – Going from Resistance To Adjustment
- Dealing with Cultural Rules
- Resolving conflicts and misunderstandings
- Levels of Intercultural expertise

2. The Target Group

- Managers, Sales executives and staff, Entrepreneurs
- Freelancers engaged in International Business
- All staff in contact with overseas colleagues

3. The practicalities

- Learn how to deal with prejudice
- Resolve misunderstandings and conflicts
- Adjust with cultural rules and culture shock

Intercultural Communication skills are highly demanded in business. This training will provide you with a valuable basis to better take up the challenges of working at an international scale. It is a key advantage for you and your overseas partners!