

Working with the Germans

A two-day culture-specific seminar

Target audience: all business people who need to be effective in their dealings with the Germans

Objectives

By the end of the seminar, you will be better able to:

- understand what motivates the typical German businessperson
- create a positive impression and avoid unintentional offence
- modify your business behaviour and language to work more effectively with your German partners

Content

Know yourself: how has your culture shaped your own values and behaviour?

Facts → Attitudes → Behaviour: a model for developing understanding of German people and their business practices

Ordnung muss sein: German attitudes to order and stability

The Aufsichtsrat and Vorstand: inside the German company – structures and management styles

As others see us: what image do German people have of your culture and how can you overcome any negative or stereotypical views?

German or Offshore English?: how should you communicate with your German business partners in order to avoid misunderstandings?

Sie can call me Du: social conventions

Meeting, presenting, negotiating: practise doing business with the Germans

Method

The seminar is highly interactive. Through discussion, active briefing and enactment of authentic business scenarios (drawn ideally from your own business world), you will not only learn but also practise new skills. We recommend a group-size of 6-8 to guarantee maximum effectiveness on the seminar.

Formats and Fees

The format for this seminar is flexible: fees are dependent on the individual client's specification of group-size, length of seminar and venue. Contact Canning for more details on +44 20 7381 7410 (tel), +44 20 7381 7411 (fax) or enquiry@canning.co.uk (e-mail).

