



1

Target culture training

We prepare you for your foreign assignment and international cooperation

2

Intercultural training Poland

Acting successfully in Germany

3

Trainer

About Friederike Krause

Intercultural Training

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Target culture intercultural training

**We prepare you for your foreign
assignment and international
cooperation.**

Why target culture intercultural training?

Every successful company gradually finds itself confronted with current global developments. It is therefore essential for managers and employees to acquire intercultural skills so that the company remains globally competitive. Our range of courses provides practical training in dealing with cultural differences, security in contact with foreign business partners and the development of one's own strategies for action. In addition, intercultural training can provide excellent preparation for assignments abroad or international business activities.

To ensure the optimal learning result, we adapt the training content to the needs of the participants in advance by means of a Needs Assessment.

Possible contents

- Cultural differences in communication
- Development and maintenance of international customer contacts
- Competences of an executive in the globalized marketplace

Open Seminar	Company-internal Seminar
We offer open target culture intercultural training sessions on fixed dates.	<p>In an in-house seminar, you plan the framework conditions of the training session with us.</p> <ul style="list-style-type: none"> ▪ <i>Language: English/German</i> ▪ <i>Duration: 1-2 days</i> ▪ <i>Location: in your company offices / on our premises</i> ▪ <i>Training type: Individual / group training</i>



Intercultural Training Poland

Acting successfully in Germany.

Target audience

Specialists and executives of internationally active companies:

- who maintain business contacts with Poland or those looking to start
- who cooperate with business partners / colleagues from Poland
- on secondment or relocating to Poland

Coaching methods

Our trainings are practice-oriented and include field reports, case studies, role-play, discussions as well as individual and group exercises.

Objective

- Understanding the dynamics of intercultural cooperation
- Knowledge of fundamental differences between German and Polish culture with regard to communication and mentality
- Pertinent factual knowledge and Polish social history
- Getting to know everyday Polish business life
- Development of successful action strategies in contact with Polish business partners

Duration: 1 day

Participation fee: 520€ p.p. (Minimum number of participants: 4)

Discount of 50€ for each additional participant of the same company



Intercultural Training Poland

Seminar offer

Part I Entrepreneurial fundamentals

In this module, the differences between Germany and Poland are examined and related to their own culture.

1. *Marketing: How do I sell a product in Poland?*
2. *Sales partner: How do I explain my product to my Polish partners?*
3. *Distribution channels: Which infrastructure do I need to know?*
4. *The relationship between Polish companies and the Polish state*

Part II Successful communication

1. Why are some topics taboo? How much do I need to know about the story?
2. How do I negotiate as a Pole in Germany?
3. How do I solve conflicts?
4. How do we work together? How can I assert myself?
5. How am I polite?
6. What can I talk about and what not?
7. How private do the Poles like it? How funny do the Poles like it?
8. How do I create trust?
9. Which communication channels are the right ones - telephone, mail, a personal meeting, dinner?

Language of instruction:

German or English



Trainer
FRIEDERIKE KRAUSE



Primary focus

Intercultural trainings (cross-cultural as well as for Poland, Scandinavia and China/Taiwan)

Languages

Fluent: German, English, Danish

Good: Polish, Czech, Norwegian, Swedish

Basics: French, Spanish, Chinese

Education and training

Intercultural Business Communication / Speech Science and Phonetics and German as a Foreign Language at the Friedrich Schiller University (Magister)

Danish Linguistics at the University of Odense, South Denmark (Doctoral Studies)

International experience

Poland, Denmark, Czech Republic, China, Taiwan, Chile, Colombia

Friederike Krause is full-time member of the aubiko e.V. board and managing director.

Until 2012 she worked for the German Academic Exchange Service DAAD, the German Embassy and the Carl Duisberg Center.

In addition to her full-time work, Friederike Krause has been lecturing at the Friedrich Schiller University Jena, the Hamburg Police Academy and the FOM since 2007. DAG is also responsible for the training and further education of German teachers from all over the world.

In the past 15 years Friederike Krause has held intercultural trainings for China, Denmark, Sweden, Poland and the Czech Republic. Well-known customers included Lufthansa, Porsche, Deutsche Bahn, Scania, Ecco and Ikea.