

Intercultural Training

Communicate across all borders.



Berlitz[®]

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Our Strength: Intercultural Skills

Working with people from different cultures is an everyday occurrence for many managers and professionals in today's workplace. Such collaboration is an exciting and enriching experience, but also represents a challenge.

Berlitz is pleased to support you with its intercultural expertise. We think about culture on many different levels. For example, to us the national culture plays as much of a role as the corporate, team, or individual culture.

With this in mind, we don't simply organize our intercultural seminars around lists of do's and don'ts. Instead, we take a general look at culture and its meaning(s), flip perspectives, and awaken curiosity, appreciation, and open-mindedness – everything you need for professional success in intercultural contexts.

Our courses are aimed at a variety of target groups: global companies that negotiate with international business partners, leaders with responsibility for international teams, as well as non-management staff who are part of intercultural teams or who are going abroad on an international assignment – maybe even with their partner or their entire family.

We offer you the support you need – from your first exposure to intercultural topics and continuing through all issues related to international collaboration and direct contact with a specific culture. Our portfolio of seminars also includes intercultural safety training.

In all of these areas, you profit from our many years of experience as well as our professional, intercultural expert instructors. We offer you active, reliable, competent assistance.



Are you looking to build your intercultural skills without being tied to a specific location?

We can also conduct all our seminars online! Please contact us at: seminare@berlitz.de.



Cultural Navigator®

Intercultural expertise at the click of a mouse

Our Cultural Navigator® e-learning platform is an ideal way for you to prepare yourself for working with people of different cultures.

What does the Cultural Navigator® have to offer?

- Self-assessment of cultural preferences and individual report with the Cultural Orientations Indicator® (COI®)
- Business-relevant, pragmatic know-how on more than 100 nations
- Knowledge reinforced through wide-ranging e-learning programs on topics such as
 - Intercultural competence
 - Diversity and inclusion
 - Intercultural teamwork
 - Relocation and repatriation

In addition, you can take advantage of the following content on the platform to help you retain what you've learned:

- English-language podcasts with professionally relevant examples from the working world help you reflect on your cultural values.
- Interactive exercises and background information make it easier to understand potential conflicts and offer tried-and-true solutions.
- Concrete pointers and alternative scenarios for interacting with international colleagues and customers help accelerate the transfer to your daily work.



Cultural Orientations Indicator®

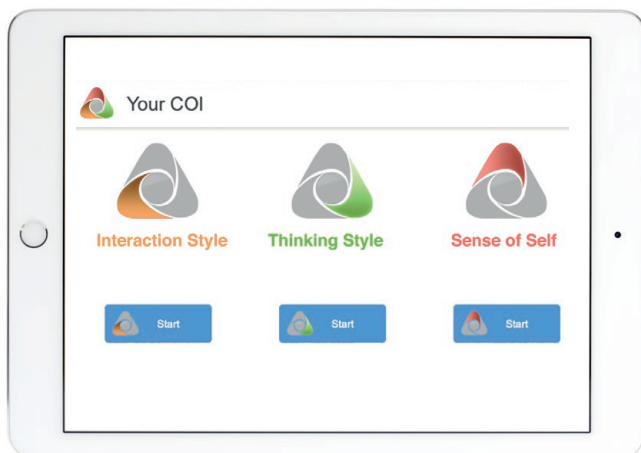
Explore your cultural profile

The Cultural Orientations Indicator® (COI®) is an online assessment questionnaire that identifies your personal cultural preferences in the work environment. The resulting report helps you identify and overcome cultural differences and work more effectively with others across cultural boundaries. Our experienced instructors can help you with the interpretation of your results.

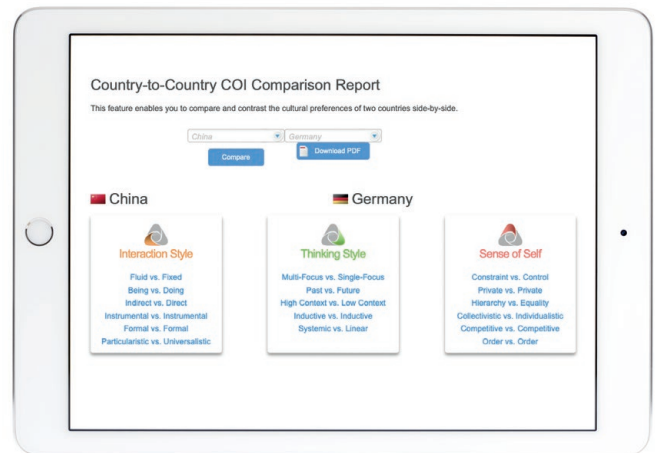
You can benefit from your personal COI® profile on several different levels:

- Get to know your own cultural preferences
- Compare your personal COI® profile with that of colleagues or as part of a team development exercise to recognize and better leverage diversity as a means of bolstering the success of the team
- Compare personal COI® profile with the profiles of 55 different countries with the aim of quickly identifying and overcoming cultural differences

The COI® is available in twelve languages and is already used by more than 250 companies and over one million users worldwide.



First step: Defining and learning about your cultural predispositions



Valuable insights: Comparisons of countries' cultural profiles



Interested in learning more?

More information about our Cultural Navigator® as well as our video explaining how the COI® can be applied in different fields can be found at www.berlitz.de/intercultural.



Or scan the QR code with a smartphone or tablet to go straight to the video.



Individual Learning Paths

Modular learning for specific intercultural challenges

You can choose individual English-language learning paths according to your specific requirements, letting you focus your skills development on the topics that are relevant to your job. Each learning path comprises individual e-learning modules that build on one another for effective results.

Possible topics include:

- Introduction to Culture
- Working in a New Country
- Cultural Orientations at Work
- Communicating in Virtual Teams
- Phases of Team Development
- Doing Business in ... (available for 18 different countries)

What is especially practical is that you can start by selecting your intercultural interests, after which the Cultural Navigator® will automatically suggest appropriate learning content.

The learning paths make the learning experience entertaining and help you retain what you have learned by integrating up-to-date podcasts, videos, articles, quizzes, and case studies on numerous intercultural topics and scenarios.

Country Information

The reliable online knowledge resource

The Cultural Navigator® contains comprehensive and regularly updated information on more than 100 different countries, providing details on cultural norms, history, politics, geography, time zones, and climate.

There is also concise information on various business topics to facilitate professional interactions in each location. This background knowledge is an important resource for successfully interacting with coworkers and business partners in other countries.

The country information is directly linked to your personal COI® profile and allows you to compare your cultural preferences with those of the selected country.



Country information on India

Cultural Orientations Approach™

Your certification as a Cultural Orientations Practitioner®

Are you just as excited as we are about our approach to bringing people from different cultures together in order to improve global collaboration? Would you like to teach the Berlitz ideas about culture and intercultural cooperation in your own training courses or in your company? Then get trained and certified as a Cultural Orientations Practitioner®!

Training as a Cultural Orientations Practitioner® is based on our proven Cultural Orientations Approach™ (COA™). Participants enjoy an exciting intercultural learning experience with the goal of becoming experts in the Cultural Orientations Indicator® (COI®) analysis. They improve their own and others' skills so that they can meet the challenges of the global business world. The certification course can be held online or face-to-face.

In a group of learners under the guidance of a highly experienced intercultural trainer, you will learn how to apply cultural skills in the workplace and gain an understanding of how cultural norms and values influence the way we work together.

Objectives:

- You understand culture as a concept of social science.
- You learn to compare aspects of human behavior, different ways of coming across to others, and values from different cultures.
- You become familiar with the structure of the Berlitz Cultural Orientations Model™ and master the four cultural key competencies for bridging cultural differences.
- You are able to interpret the COI® and, based on this, conduct individual as well as group COI® coaching sessions.
- You learn to conduct a diagnosis of teams and organizations in the form of a COI® group report and know appropriate intervention strategies for improving collaboration across groups.

Course details



Certification

Cultural Orientations Practitioner® certificate



Course duration

- 2 days (face-to-face instruction)
- 4 x 2 hours (virtual instruction)
- Preparation and follow-up: around 3 to 5 hours



Module contents

- Introduction to the Cultural Orientations Approach™ (COA™)
- The COA™ and the Cultural Orientations Model™ (COM™)
- Applying and teaching the COM™



Target group

Anyone who is experienced in and interested in working with other cultures and wishes to teach intercultural competence to others.



Are you interested in becoming a certified Cultural Orientations Practitioner®?

Please contact us. You can email us at seminare@berlitz.de.

Intercultural Training for Expatriates

Get set for living and working abroad

Sending employees abroad should be a beneficial experience both for your company and the expatriate. The positive outcomes of a successful international assignment include the optimization of structures through direct insights into local ways of working, the forging of new and important contacts, and the improvement of intercultural collaboration.

But international assignments also carry the risk of early termination, which can mean a financial loss for the company. This risk cannot be entirely ruled out by thorough preparation, but it can be minimized. Because to live happily and work effectively in another country, it's important to be as well-equipped as possible for this new adventure.

At Berlitz we stand ready to assist your employees as they prepare for their international assignment with our Intercultural Training for Expatriates, which draws on country specialists from our global network of instructors. The training we offer is based on our proven training methods, the Cultural Navigator® (our intercultural learning platform), and our intercultural online analysis tool for exploring personal cultural profiles (the Cultural Orientations Indicator®, or COI®). Berlitz offers you a customized blended-learning package that helps ensure that the relocation will be a success for both your company and your employees.

In our seminars, we help your employees take the first steps toward intercultural competence by learning how to handle local red tape and make new friends, as well as teaching them the most important aspects of doing business in their new region: How do you lead in the new culture? How do teams work there? How do you communicate effectively with stakeholders from different cultures in presentations and meetings? During training, we explore and answer these questions and more.

Features

- Can be held online or face-to-face
- Supplemented by our Cultural Navigator® learning platform for a more in-depth look and analysis of individual cultural orientations
- 12 months of unlimited usage of the Cultural Navigator® including learning paths, country information, and expert network
- Spouses and partners can participate in the training at no extra cost
- Business lunch with an instructor (face-to-face instruction)
- Experienced coaches offer your expats a high level of support and help them prepare individually for their international assignment
- Optional: Supplementary safety training (90 or 180 minutes); see page 10



Target group

- Future expatriates
- Couples and families



Benefits

- Coaching content tailored to your individual needs
- Acquire lasting knowledge about culture and business in your host country
- Effective analysis and comparison of your own culture using our COI® intercultural tool



Content

- What is culture?
- Getting to know your host country: business, government, religion, and society
- Personal perspective: the individual COI®
- Everyday, regional, and corporate culture
- Coping with culture shock: strategies for feeling at home in the new culture
- Personal action plan



Do your employees have special requirements for their partners or children?

We would be pleased to put together a tailored coaching package for all family members.

Repatriation Coaching: Support for Expats Returning Home

Welcome home

When your employees return home after an extended period abroad, many things often are no longer as they were. The returnees have gained new experience and internalized new cultural elements and ways of working. At the same time, life and work in their home country has moved on. A certain amount of dissonance is inevitable, and their return and reintegration are often more difficult than anticipated – both professionally and personally.

Our repatriation coaching helps your employees manage their expectations and goals. Our experienced coaches work with them to explore possible challenges, examine their expectations and objectives, and set up a concrete action plan for the period following their return – so the international assignment is also a success after repatriation.



Target group

- Individual employees returning from an assignment abroad
- Employees and their spouses or partners returning from an assignment abroad



Benefits

- Coaching content tailored to your individual needs
- Define clear goals by developing a concrete action plan for your return
- Manage your professional expectations using guided changes in perspective and stakeholder analysis



Content

- Challenges and reality of repatriation
- Reintegration in professional and private life
- COI® and cultural values
- Looking back: the expat experience
- Looking forward: applying the benefits of your international experience



It's good to have you back!

Safety Training for Business Travelers and Expatriates

Assess situations – act confidently

Are you sending employees on international assignments? Do your employees make regular trips abroad? Depending on the country and the security situation, a business trip can quickly become a nightmare for travelers. We offer Safety Training for Business Travelers and Expatriates in partnership with GEOS Germany. These 3-hour or 90-minute modules are a perfect complement to our other relocation training.

GEOS Germany is a branch of GEOS SAS, the French specialist in crisis management, corporate security, and business intelligence. GEOS experts are crisis managers, political analysts, and communication consultants. With years of experience in their field, they take account of regional and country-specific conditions and prevailing risks in each country.



Target group

- Business travelers and expatriates



Benefits

- Learn rules and recommended behavior for everyday life in your host country
- Raise your awareness of specific risks in the region and host country
- Receive information about current risks in the host country



Content

3-hour safety and security training module

- Briefing on the geopolitical and security situation of the travel zone
- Advice on preparing for relocation, alone or accompanied by family
- How to behave in an emergency or situation involving personal threat

90-minute safety and security training module

- Overview of the region and its geopolitical situation

The 90-minute accelerated module can also be conducted as a WebEx meeting.

Your Network of Experts for International Assignments

Berlitz is part of CROSS GLOBE

Whenever employees, departments, or entire companies operate internationally – or plan to – there is a lot to keep in mind. The CROSS GLOBE network of experts offers comprehensive professional support and coordination across all relevant areas.

Berlitz is a part of this network, offering customers the benefit of our outstanding expertise in the fields of language and intercultural skills. In addition, the network also provides assistance with:

- Entry and residence permits
- Insurance and travel assistance
- Taxes and social security benefits
- Housing searches and moves
- School education and integration
- Safety/security and emergency management

Additional information:

CROSS GLOBE
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www.crossglobe.de/en

CROSS GLOBE develops tailored and safe solutions – putting your mind at ease so you can concentrate fully on your international business.

Intercultural Competence Workshop

Your starting point for successful intercultural collaboration

In today's world of international collaboration and virtual teams, intercultural skills are considered a core competency for managers and employees. No matter whether you travel overseas on business or manage international customers, work in an international team or lead one, or are assigned to a foreign office as an expat – intercultural skills are always relevant. Our seminar sensitizes you to the issues of intercultural collaboration. Not only will you gain a valuable theoretical foundation, but also practical knowledge that you can apply directly on the job.



Target group

- Executives, managers, project managers
- All staff with international contact



Benefits

- Learn the basics of intercultural competence
- Develop a practical understanding of culture
- Discover solutions to challenging situations that arise during intercultural collaboration



Content

- Cultural concepts and definitions – perception and understanding
- The six levels of culture on the job
- Elements of (inter-) cultural competence
- Four key cultural competencies for better communication
- Dealing with bias and stereotypes
- Recognizing potential for misunderstanding and conflicts and nipping it in the bud

Our recommendation: Combine the seminar with our COI® and boost your professional competency by learning to apply your personal cultural profile in context.

Successful Collaboration with...

Working together across borders

Successful international collaboration involves a large number of interrelated factors. Different cultures can have starkly differing approaches to time and quality, hierarchies and respect, communication and etiquette. In this seminar, you will learn how you can leverage the challenging situations of cross-cultural collaboration to your benefit. We provide you with consolidated expertise to allow you to steadily develop your intercultural skills along with the required sensitivity for the other culture.



Target group

- Executives, managers, project managers
- Employees with international professional contacts



Benefits

- Build intercultural competence with a focus on a specific country
- Develop approaches for handling challenging situations during international collaboration
- Apply your newly gained knowledge directly in hands-on exercises



Content

- Culture and cultural perceptions – a comparison of your culture and the target culture
- The most important cultural dimensions, country information, and how they impact business
- Identifying and avoiding sources of misunderstanding in communication and behavior
- Authentic case studies

Our recommendation: Combine the seminar with our COI® and learn to apply your personal cultural profile to your professional benefit in an intercultural context.



Good to know:

Our courses – Intercultural Competence Workshop; Successful Collaboration with... – are also available as intensive Berlitz Online Live Seminars. You can find more information at www.berlitz.de/bols-en.

Our Intercultural Instructors – In Their Own Words



Clive Highton

“My main goals as a trainer are to aid participants in becoming accomplished key players on the international scene by offering hands-on training, facilitation, and coaching. This allows them to improve their professional self-awareness and personal development beyond national boundaries.

I also believe in opening mindsets to embrace new ideas, new techniques, and new approaches centered around different intercultural managerial themes – creating added value and differentiation for both teams and organizations.

My focus lies in helping individuals to value diversity, leverage differences, and transform behavior, thus creating an inclusive workplace where all can, in our different capacities, contribute to the achievement of corporate goals.

I create a safe environment and experimental arena within the training room, where the learning curve can be put into full practice while ensuring knowledge transfer and the acquisition of concrete practical skills.”



Stephan Hild

“With a background as a business administration graduate and a Master of Science in Environmental Sciences, it was my fascination with the factors that are essential for successful intercultural collaboration that led me, after more than 25 years of working globally as a manager in international sales, innovation, and business development, to set up my own business as an intercultural consultant, business trainer, team coach, facilitator, and mediator.

I facilitate the daily business of individuals who regularly work with customers, suppliers, and colleagues from all over the world. For me, ‘making international work a success’ is both a commitment and a goal. I believe in active learning that is not only fun, but also effective and transformative – both off- and online.”



Matthew Hill

“As an intercultural trainer, speaker and author, I enjoy helping corporate executives uncover their hidden resourcefulness and develop winning international business and social behaviors, so that they can extract the maximum from their overseas assignments.

This is done with energy, wit, knowledge, and interactivity, employing a relaxed and conversational style.

Together we explore all aspects of work and living in the new target country, to fully prepare the executive for their next career and family chapter.

Previously, I spent five years as a business consultant in Russia, Poland, Czechia, Slovakia, Hungary, and Turkey, where I met with thousands of executives and was able to build my own intercultural knowledge and experience.

I now train managers and directors to help them lead their teams as well as live a great life in their new location.”

**Shonda Kohlhoff**

“Being a catalyst for personal and professional growth as a certified business skills trainer, relocation coach, and organizational consultant is much more than a profession for me – it is my passion. I joined the Berlitz business trainer team in 2000 and have thoroughly enjoyed the challenge of surpassing client expectations, both in the physical and virtual training classrooms with global participants. As an intercultural adult educator with over 20 years of experience, I emphasize iterative methods that couple fun with learning and build a solid bridge of connection between the content of the course and the participants. With a master’s degree in Intercultural Communication Management from American University’s School of International Service in Washington DC, I am specialized in business across cultures and country-specific knowledge of the countries I have lived and worked in – from Germany to France, Belgium, South Korea, and the United States.

In addition to lecturing on intercultural management at various German universities, I have been honored to develop global teams to be more effective through improved communication, conflict management skills, and performance management coaching. I completed my coaching certification from the International Coach Academy, am a certified Cultural Orientations Practitioner®, a Cultural Detective, a Tilt 360 Coach, as well as an Everything DiSC Workplace Assessment Facilitator.

Relocating executives and their spouses as well as global teams looking to grow their intercultural communication and management skills are my target groups.”

**Jiri van den Kommer**

“As an intercultural instructor, I see diversity as a source of success, innovation, and creativity. It is important to me that participants develop a deep understanding of one or several target nations, which includes the values of the country and its general cultural characteristics as well as the similarities and differences to their own cultures.

I work to create a positive learning environment, combining a relaxed atmosphere with humor, enthusiasm, energy, and flashes of insight. My experience as a corporate consultant allows me to teach concepts and content in an interactive, practice-oriented manner. I encourage the participants to try new things. Through my work, I would like to make the world a little bit better.”

**Monika Krause**

“Being an instructor and a coach is my passion, and what matters to the participants also matters to me. In my seminars, I’m pleased when we can develop solutions together, working as equals.

I am certified as an intercultural trainer and coach, have a master’s degree in Sinology, and have been freelancing in the field of management development for more than ten years. I conduct seminars and coaching sessions both on- and offline. The participants benefit from my experience as an expat in China and my many years of working in the Asia business of a large German industrial firm, where I was a project manager in charge of an international team made up of employees from different nations. My regions of focus are China, Southeast Asia, and Germany.”

Our Intercultural Instructors – In Their Own Words



Dr. Katharina Maak

“Even as a child I was interested in foreign languages and other cultures, and above all in getting to know people and their stories. I did a degree in cultural studies near the German-Polish border and since then I have lived and worked in several European countries, primarily in Spain and Italy.

I enjoy sharing my experience and passion with experts, managers, and expatriates. I have been a certified intercultural trainer since 2015 and give seminars on intercultural competence, communication, cultural awareness, preparing for international assignments, and working in multicultural and virtual teams. I also have fun teaching these career-related subjects at several different business schools.”



Jaewon Nielbock-Yoon

“As an instructor, I would like to empower my participants to explore and develop the role they will play, the role they are currently in, and the role they are striving for. I received an M.A. from the University of Maryland Baltimore County with a focus on linguistics and cultural studies as well as a Ph.D. from the University of Cologne with a dissertation on multilingual development. I have studied, worked, and lived in Korea, the United States, China, and, for the last 16 years, Germany. I have a wide and varied work history with professional experience both in academia and in companies.

I have worked for Berlitz for more than 20 years and have extensive experience as a corporate consultant. I not only conduct seminars with a focus on East Asia, Europe, and the United States, but also assist in the development of courses. Gail Goldwin once said that ‘Good teaching is one-fourth preparation and three-fourths theater.’ I think it’s fun to create personalized courses and I enjoy working with our customers.”



Stephane Roche

“Over the course of 15 years, I have worked for global German-French-American-Asian organizations. I have lived in Germany, France, China, Hong Kong, and India. I have occupied strategic positions (director of business divisions and subsidiaries) and operational posts (team leader for sales, marketing, and project management) in the principal Asian and EMEA markets.

For the last 10 years I have supported directors, managers, and teams with the challenges linked to globalization and the complexity of markets and organizations: cultural intelligence (Asia-Pacific, India, USA and Europe); agile and complex organizations; effective distributed teams; matrix collaboration and transverse management; global leadership; international project management; effective outsourcing; strategic efficiency in complex markets; change management; time management; and soft skills.”

**Dr. Stefanie Watzka**

“Not only as a certified instructor and developer of seminars, but also because I once spent a long period of time in India working as a business and language trainer, the topics of (team) culture, intercultural competence, and communication are of particular importance to me. I feel that engaging with the topic of culture is relevant in all situations of (working) life.

My seminars employ a wide variety of methods and emphasize active participation as well as emotional and intellectual stimulation to achieve a lasting transfer of knowledge. Using humor and showing appreciation, I motivate the participants to be open to acquiring, practicing, and applying knowledge so they can add key intercultural skills to their toolkits.”

**Alexander Wurz**

“Respect, trust, and not passing judgment too quickly: These are the three driving forces in all of my courses, which are designed to help my customers enjoy more motivated employees, communicate more efficiently, acquire more customers, and achieve greater satisfaction and success in general. My training approach is extremely interactive and very hands-on, with many examples, pictures, videos, and a touch of humor.

I have worked for more than 22 years as an instructor and a coach in the field of intercultural management, leadership, and communication. I acquired my experience during a 10-year stay in France and from senior management positions.

For the most part, I hold my courses across Europe and Africa. I teach in German, French, and English.”

Try us – no strings attached

Because intercultural skills are always valuable

If you are looking to build new skills in the field of intercultural competence through a forward-looking learning and development strategy that achieves lasting results, you have come to the right place. Take us at our word and give us a try – by joining us for a no-strings-attached conversation or a free trial seminar.

Together we can find the best solution for you and your company: face-to-face instruction, instructor-led Online Live Seminars, e-learning, or hybrid formats.

Please contact us. You can email us at seminare@berlitz.de.



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