

Seminar offer for „cross-cultural competence” by Dirk Käser M.A.

goal:

also in the shadow of the globalization the number of encounters between people of different cultures increase at work and in private life. This means more new challenges. Oftenly people regard their own culture as the norm, other cultures as deviations . What in our culture and other cultures is directly perceivable at all? What remains hidden to our ears and eyes? What values and norms pose the risk of misunderstanding? Prejudices and stereotypes will be challenged and we discuss and practical examples to avoid pitfalls.

target group:

all persons who work with people from other cultures and who work abroad.

number of participants: max. 12

contents:

- ✓ iceberg model to Hall
- ✓ cross-cultural indicators according to Hofstede
- ✓ non-verbal communication and body language
- ✓ cultural conflicts
- ✓ exemplary exploration of selected target cultures
- ✓ the other view of their own culture



Contact me!

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