

New perspectives. Intercultural communication in the age of globalization

Series of seminars in five modules, Duration: 2 x 90 min respectively

Client Vestas Central Europe

Schürings kommunikation interkulturell devised a seminar for Vestas Central Europe that examines the corporate culture of selected countries in Western, Eastern and Southern Europe.

The five seminar units focus on the following issues in the respective countries: hierarchy and HR management; negotiations and decision-making; communication and criticism; project planning and dealing with errors, national identity and taboos.

The second part of each module covers one general issues of corporate culture. Each module explores two key countries and one main topic.

Key Countries:

Germany's neighbours: Denmark, Netherlands, Belgium, Austria

Eastern and Southern Europe: Russia, Ukraine, Hungary, Bulgaria, Greece

Main topics:

Leadership and hierarchy

Loyalty, openness, criticism

Dealing with change

Values

Work-life balance