

Sabine Vana-Ströhla

Why an hour does not always take 60 minutes -
Strategies for successful intercultural exchange
in modern working life



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Interkulturelles Training Sabine Vana



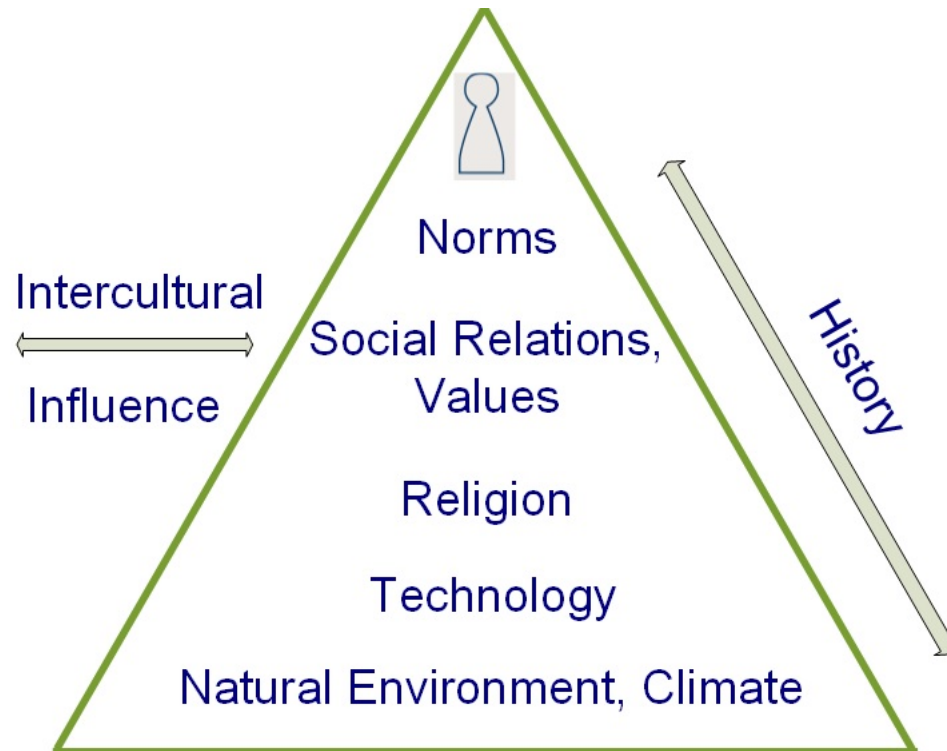
Agenda

- What influences our thoughts and actions
- Comparison of cultural peculiarities
- Strategies for global competition

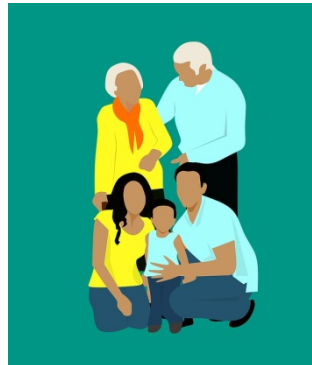
What is your understanding of
"CULTURE" ?

Cultural Action

Prof. Dülfer & Prof. Bolten,
Intercultural Management



There is not only one picture of culture



VISION
PLAN
TEAM
MARKETING
GROWTH
SUCCESS

How the human brain functions ...



Cultural Specifics



Concepts of Time

Adapted by E. Hall

MONOCHRON



POLYCHRON

focus on things

focus on relations

direct
communication

indirect
communication

*either private or
business*

private &
business

Intercultural Competence

Dos and don'ts?

International team?

Virtual team?



Intercultural Competence



Four key skills

Professional competence: knowledge of structures, ...

Strategic competence: problem solving skills, ...

Individual competence: ambiguity tolerance, ...

Social competence: ability to work in a team, ...

(Bolten, Intercultural Business Communication)

"Fuzzy Identities"

"We don't know what the future holds.
Competence management therefore means:
I prepare you
for an uncertain tomorrow."

(Ada Pellert, President of the German University for Continuing Education
in VDI news, 4 October 2013)

Be successful in international business!



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