

Cultural difference – a ‘country focus session’

Understanding the German work culture

90-minute webinar

This interactive session focuses on the key cultural traits of the Germans and how to avoid the most common pitfalls when doing business with German companies or when working with German colleagues.

If you want to go beyond the stereotypes and really understand the German approach to business relationships, negotiations, or meetings, you need to attend this module.

Useful tips and experience-sharing make this session highly practical and easy to implement.

Prerequisite: having attended the introductory session on ‘Understanding cultural difference’.

Learning objectives

- Understand key aspects of the German working culture
- Learn how to adapt your communication and negotiation styles
- Be aware of pitfalls when dealing with the Germans
- Build a personal action plan to implement learning in the workplace

Format

A highly interactive 90-minute webinar for groups of 6 to 8, this module alternates short classroom-style explanations with smaller-group / peer discussions and exercises, and individual reflection and planning.

Webinar overview

1 Introduction

- Objectives and agenda
- Quick review of culture and its components
- The value of being able to reflect key cultural differences

2 Peculiarities of the German culture

- Key aspects of the ‘German way’ of working
- Experience-sharing and individual challenges

3 Communicating effectively and avoiding pitfalls

- Examples of adapting behaviour in typical business and social situations

4 Action plan and next steps

- Summary of key learning points
- Reflection and sharing of next steps

5 Close