

GAINING COMPETITIVE EDGE FROM CULTURAL COMPETENCE

Last minute price:
CHF 420
Deadline for registration: 30.09.2010



The Wall Street Journal about Richard D. Lewis' **When Cultures Collide:**
*«An authoritative roadmap to navigating
the world's economy.»*

- When:** 4. October 2010, 13:30 until 19:30 hrs
- Where:** SIB Schweizerisches Institut für Betriebsökonomie, Lagerstrasse 5, 8021 Zurich
- Speakers:** **Richard D. Lewis and Michael Gates, Directors of Richard Lewis Communications, leading experts and authors of widely respected publications in the field of cultural awareness (www.crossculture.com)**
- Target Audience:** People from the upper and middle management who
- > are involved in developing new markets and/or setting up companies abroad
 - > develop new markets abroad
 - > want to increase performance and efficiency of multicultural teams
 - > want to better understand customers and suppliers abroad
 - > regularly face intercultural challenges and want to deal with them more effectively
- Seminar Contents:**
- > Why is cultural awareness important for business?
 - > Values and communication
 - > Stereotyping and cultural horizons
 - > Human mental programming
 - > Business communication exercise
 - > The Lewis Model of Culture
 - > Communication patterns across cultures
 - > 5 rules for winning multicultural teams
- Break out Sessions:**
1. Critical cultural factors in successfully implementing a business strategy abroad
 2. International recruitment – the cultural dimension

Podium: Moderated by Hugo Bigi, TeleZüri and Senior Lecturer HWZ
> Connie Voigt, Founder and Managing Director, Interculturalcenter.com Ltd.
> Laszlo Szepesvary, Director Key Commodities, Alstom
> Richard D. Lewis and Michael Gates

Cost: CHF 480 (CHF 420 for members of cooperation partners) including
> Access to the full version of www.cultureactive.com for online assessments
> A reference book "When Cultures Collide" by Richard D. Lewis
> Seminar download
> Multicultural apéro riche

Seminar Details:

13:30 – 13:40	Welcome, Dr. Daniel C. Schmid, SIB and Max Wey, Boa Lingua
13:40 – 15:30	Speech by Richard D. Lewis and Michael Gates, RLC
15:30 – 15:45	Short break
15:45 – 16:15	Break out session 1
16:20 – 16:50	Break out session 2
17:00 – 18:15	Podium discussion, moderated by Hugo Bigi of TeleZüri
18:15 – 19:30	Multicultural apéro riche

Registration: By 30. September 2010 at the latest.
Cancellations up to 4 weeks prior to the seminar are free, thereafter there is a cancellation fee of CHF 180. If unable to attend you can of course send a replacement person at no extra cost.

Contact: SIB Schweizerisches Institut für Betriebsökonomie
Lagerstrasse 5
8021 Zürich
043 322 26 66 / info@sib.ch / www.sib.ch

Boa Lingua BusinessClass
Gubelstrasse 15
6304 Zug
041 726 86 96 / info@businessclass.ch / www.businessclass.ch

Cooperation Partners:



Registration for the Seminar

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- > Click the following link for online registration: www.sib.ch/cultural-competence
or
- > open the following PDF form for registration via fax: www.businessclass.ch/registration_culture

Further Information:

- > If you cannot attend the event but would like further information about cultural trainings abroad please open the following PDF: www.businessclass.ch/cultural_training
- > If you cannot attend the event but would like further information about other seminars of SIB please click the following link: www.sib.ch/seminare