



EIDAM & PARTNER.
YOUR INTERCULTURAL EXPERTS.

www.eidam-und-partner.de/en



We optimize your international collaboration

... so that you can focus 100% on your actual tasks!

Expatriate Preparation, Cross-Cultural Training, Cross-Cultural Coaching,
International Workshops, Online Learning

current topics

current topics

interactive impartation of knowledge

interactive impartation of knowledge

educational fun with online learning

educational fun with online learning

true experts from the business

true experts from the business

because you don't just

want *any* trainer

for your company!

for your company!

many years of experience abroad

many years of experience abroad

sustainable training concepts

sustainable training concepts

customized content

customized content

one-step intercultural expertise

one-stop intercultural expertise



welcome
to eidam & partner

In an increasingly complex business world characterized by radical change and uncertainty, we can provide orientation. Our 200+ senior experts have spent several years working in globally active companies.

We know your day-to-day challenges from firsthand experience. We have the right solutions!

According to that motto we've supported more than 30,000 specialists and leaders since 2004. Worldwide!



33 international teambuilding
Make your teams and projects go like clockwork



37

cross-cultural business events Expect dynamic international presentations, programs for your business events and country-specific meals with our experts

- 33
- 34
- 35
- 36

international team building

- International team building
- Outdoor team building
- You're the chef

- 37
- 38
- 39
- 40

cross-cultural business events

- Cross-cultural presentations
- Short programs for your business events
- Country-specific meals with our experts

- 41
- 42
- 43
- 44
- 45
- 46
- 47

cross-cultural competence meets online learning

- Cross-cultural eLearning
- Cross- cultural eLearning: country specific
- Cross- cultural eLearning: transnational
- Training videos
- Country Navigator™ | competency test and country data base
- Online trainings/webinars

- 48
- 49
- 50

special topics

- Cross-cultural workshops
- Cross-cultural conflict management



41

cross-cultural competence meets online learning
We brush up your learning habits

eidam & partner

from a shared student apartment to big business



Eidam & Partner was founded by Markus Eidam in the spring of 2004. He had previously completed his studies in cross-cultural communication and had worked abroad for several years.

What's really interesting about the first few years is that the company wasn't actually a company. Because the founder didn't want to take out a loan, funding was extremely limited. Eidam & Partner was a one-man operation run out of Markus Eidam's shared student apart-

ment. An idea, a startup home page, a few flyers and a lot of good friends who offered to help out for free. Professional and committed, but very small. That's all there was to the company at first.

That we acquired our first multinational enterprises as customers within a short amount of time surprised us more than anyone, since we were still a company run out of a shared student apartment after two years. At least now there were 3 computers, bigger flyers and two helpers who were able to earn at least a little money for their support.

finally a real office

The move into a more or less typical office and the first salaried employees followed in 2007. The trainer pool had grown to a very considerable size of 40 experts by that time, and the list of customers was also getting longer and longer.

We are absolutely proud that our company has grown by up to 20% per year since then.

here's how it looks today!

Today, with more than 80 advanced training offerings, 550 international customers and 200 experts worldwide, we rank among the largest cross-cultural training providers in Europe. And we even have a real office we can call our own.

Ever since Eidam & Partner was founded, we've always tried to stay different, human and open to change. We're not primarily interested in making money. We want to make a difference with our work and be proud of what we've accomplished!

There are no small jobs that are handled on the side; every further education project is as cared for as if we were participating ourselves.

200+ experts from 85 countries

In order to ensure the quality of our services, all our experts have to pass numerous tests before they're hired. As a result, we guarantee the following criteria:

- Recent experience abroad for several years
- Training and/or coaching certification
- Application of interactive teaching and learning methods
- Holistic, systemic thinking
- Years of experience in further education



While 20 of our experts are natives of Germany, the majority of them – more than 180 trainers, coaches and consultants – hail from other countries. They were born in such countries as China, India, the USA, Japan, Benin and Guatemala.

We place particularly high value on our experts' international work experience. In addition to having worked in their home countries, all our trainers have work experience in Germany and at least one other country.

We also ensure a continuous professional development of our trainers and coaches. We thus guarantee you a high-quality offering that's always up to date.

experts close to you – worldwide

Our 200+ experts live in Stuttgart, Munich, Frankfurt, Cologne, Vienna, Zurich and many other German-speaking cities. We also have trainers across Asia, Africa, Europe, in the Middle East, as well as in North, Central and South America. This allows us to keep travel costs especially low.



what's important to us

- 1. Knowledgeable experts:** Our experts have many years of experience abroad, in addition to equally vast management and further education experience. And that's why the average grade of all our events in the last year was 1.24! [mark system: 1.0 = very good – 6.0 = very bad]
- 2. Interactive Learning:** In our events, we accomplish an ideal array between theory and practice; we integrate participant experiences as well as specific case studies. Self-experience as well as learning by doing occupy the center stage of our further education at all times!
- 3. Fine-Tuning:** Our training events will be individually adapted to the situation and needs of your participants. No ifs, no buts!
- 4. We are up to date:** Our senior experts spent several weeks per year in their target countries. Furthermore, we work hand in hand with various universities. Thus, we can convey current trends from research and practical experience to you.
- 5. Sustainability:** By combining your on-site training with one of Eidam & Partner's online learning solutions, you can increase the learning effect by 25%.
- 6. We work climate-neutrally:** We only have one environment! This is why Eidam & Partner works climate-neutrally. Find out more about it at our website!

let's talk about methods!



2 oz of teamwork, 1 oz of educational fun + a dash of role-play!

The interactive design of our events is especially important to us. Theory is always practically conveyed through recent case studies and a medley of different methods. Our goal is always to achieve the highest possible learning effect.

To that end, aha effects are very important to us. Your employees learn best when they question their own behavior and actively think about alternatives.

your order, please!

training, coaching, consulting or online learning?

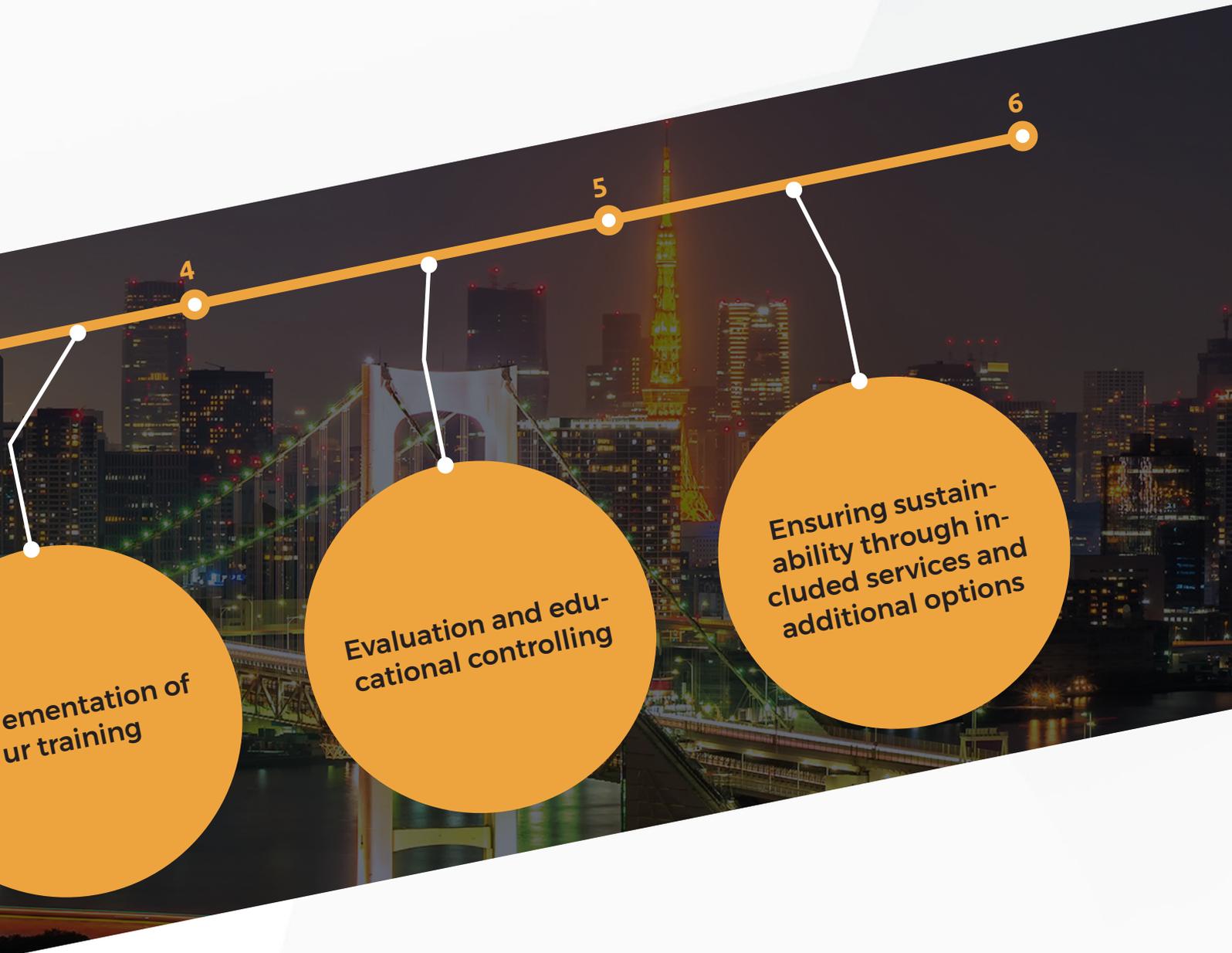
Whether online or offline, whether you have 10,000 participants for a global kickoff or individual specialists in a one-on-one coaching, we'll develop the right solutions to your global challenges.

We are particularly proud of our online learning solutions, available for several subjects and target countries. By combining your on-site training event with one of Eidam & Partner's online solutions, you increase the learning effect by up to 25%. Plus, you reduce educational costs and absence rates for sessions that require personal attendance.

Also available for your internal learning platform!

our learning concept





There are a variety of included services and exciting additional options available to you to make your training event even more sustainable, including eLearning modules, 1:1 coaching sessions, cross-cultural training videos, learning nuggets, the Country Navigator™ as well as 200+ articles, videos and podcasts in our knowledge database.

target countries



africa

Algeria, Angola, Benin, Burundi, Cameroon, Côte d'Ivoire, Egypt, Ghana, Kenya, Libya, Morocco, Nigeria, Rwanda, South Africa, Tanzania, Togo, Tunisia, Uganda

asia

Bangladesh, Bhutan, Burma, Cambodia, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Mongolia, Nepal, Pakistan, the Philippines, Singapore, Taiwan, Thailand, Uzbekistan, Vietnam

europa

Austria, Belgium, Denmark, Finland, France, Germany, Great Britain, Greece, Ireland, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland

europa [east] | russia

Belarus, Bosnia, Bulgaria, Croatia, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine

middle east

Bahrain, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Syria, Turkey, United Arab Emirates, Yemen

north america

Canada, Mexico, USA

south & middle america

Argentina, Brazil, Chile, Colombia, Ecuador, Paraguay, Venezuela

meet our credentials!

Airbus Group | Air Liquide | ALDI International | Allianz | Automotive Lighting
 Bausparkasse Schwäbisch Hall | Bayer HealthCare | Bombardier
 Transportation | BoschSiemens | BP Europa | Carl Zeiss
 CHG-MERIDIAN | Cisco Systems | Compagnie de Saint-
 Gobain | Comparex | Dachser | Daimler | Draeger Safety
Deutsche Bahn | Deutscher Fußballbund | Deutsche Telekom
 E.ON | EOS | Fraunhofer Gesellschaft | Fressnapf Tiernahrung
 Fujitsu TDS | **Gardena** | Geely | GETRAG | GfK
 GlaxoSmithKline | Hanwha Q CELLS | Heraeus | Hewlett-Packard
 Hirschvogel Automotive Group | Husqvarna | IAV | JT International
K+S | Konica Minolta | Kronos | Leoni | LSG Sky Chefs | Mattel
 Max-Planck-Gesellschaft | MULTIVAC | Lufthansa Systems | Rolls-Royce Power
 Systems | SAP Deutschland | Schreiner Group Siegwerk | **Siemens**
 Sixt | TAURUS Systems | **tesa** | Texas Instruments Deutschland
 ThyssenKrupp | **Umicore** | VALEO | Vattenfall | Veolia | WMF Group

country-specific offers



Next chapter: Training events for individual target countries - page 15 |
Effective negotiations abroad - page 16 |
Cross cultural preparation for socializing with Germans - page 17

training events for individual target countries

may you never feel like a stranger in foreign countries!

We impart all the essentials you need to successfully deal with international customers, business partners and colleagues from 80 countries, efficiently and in line with your demands!

You receive all important information about private and professional life in the target country, based on examples and realistic simulations. Thus, you acquire the knowledge and skills necessary to develop and maintain long-lasting international business relations.

content

- Cross-cultural communication: basics
- Your target country in short: business, politics, social policy and society
- The most important cultural values in your target country, compared to the participants' home country [cultural standards and dimensions]
- Possible obstacles regarding communication and behavior
- Best practice: know how concerning phone calls and virtual communication [e-mail, business messaging apps and online meetings] with the target country
- Business life in your target country: negotiations, meetings, presentations, customer relations, project management, employee management, teamwork
- Cross-cultural conflict management
- Cross-cultural skills: development models

details

- 


Training, coaching or online learning
- 
Recommended duration: 2 days
- 
Target countries: 80+ | see page 12
- 
Customized content thanks to the Eidam & Partner Needs Assessment™
- 
Combinable with our online learning tools | see page 41
- 
Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request

effective negotiations abroad

with the right strategy you'll start your very own global success story!

Negotiations are especially important at both the national and international levels: Very often, the right strategy is crucial to work and the further development of the whole company.

The oft-cited "first impression" is as important as negotiation skills and tactics. Determined negotiators rather quickly ask themselves what's important abroad. How should arguments be structured with regard to culture? How should the company be presented? What is important in advance?

To make sure that you succeed in your international negotiations, we prepare you thoroughly for the particularities of every single one of your target countries.

content

- Cross-cultural communication: basics
- The most important cultural values in your target country [in comparison to the participants' home country]
- Initiation and preparation of negotiations
- Clever setting and consequent accomplishment of negotiation goals
- How important are hierarchies and how do I recognize them?
- What should you expect from your counterpart? What's being expected from you in return?
- How are negotiations abroad different from those in your home country? | Culture-specific presentation of information!
- Effective assessment of negotiation partners | recognize manipulation tactics and turn them to your advantage
- Dealing with criticism and conflicts during negotiations

details

-  Training, coaching or online learning
-  Recommended duration: 2 days
-  Target countries: 80+ | see page 12
-  Customized content thanks to the Eidam & Partner Needs Assessment™
-  Combinable with our online learning tools | see page 41
-  Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request

cross-cultural preparation for socializing with Germans

much more than just bavaria, beer and rammstein!

We convey the most important cultural differences, create understanding and introduce field-tested strategies for a successful collaboration.

We love interactive seminars and senior experts with years of work experience in both Germany and the participants' country of origin. This way, our cross-cultural training comes with a maximum of practical relevance and learning fun.

For the design of our advanced trainings, it doesn't matter whether all participants have the same cultural background. Mixed groups [with people from a variety of countries of origin] are indeed more challenging, but they're also more exciting. We'll achieve our educational objectives with both types of groups.

content

- Cross-cultural communication: basics
- A surprising insight into Germany's "engine room": business, politics, social policy and society
- The most important cultural values in Germany, in comparison to the participants' home country
- Possible obstacles in communication and behavior
- Business life in Germany: negotiations, meetings, presentations, customer relations, project management, employee management, teamwork, virtual collaboration [phone, e-mail, business messaging apps and online meetings]
- Conflict and culture management
- Private life in Germany: communication and manners in private life | important information for your stay on site
- On the subject of "culture shock"
- Special module: transfers abroad with accompanying partners and kids

details

- 


Training, coaching or online learning
- 
Recommended duration: 1 - 2 days
- 
Target countries: This training session is tailored to the home country of the participants.
- 
Customized content thanks to the Eidam & Partner Needs Assessment™
- 
Combinable with our online learning tools | see page 41
- 
Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request

international assignments:

preparation + permanent support abroad



Next chapter: Country-specific preparation for expatriates – page 19 |
Training for expatriating kids – page 20 | Safety training for hazardous countries – page 21 |
Mobile Support – page 22 | Re-entry [for returning expatriates] – page 23

country-specific preparation for expatriates

we will make you feel at home abroad!

Our training events for expatriates cover not only cultural values and peculiarities in the target country, but also possible restrictions and insecurities as well as conditions on site.

Because our experts have spent years in the respective target countries themselves, your employees will learn exclusive insider tips that will simplify the upcoming stay abroad considerably.

We will improve your adaption to your target country, lower the premature cancellation rate and help you say goodbye with a smile before you embark to your new home!

content

- Intercultural skills assessment and value comparison in advance
- Cross-cultural communication: basics
- Your target country in short: business, politics, social policy and society
- The most important cultural values in your target country, in comparison to the participants' home country
- Best practice: know how concerning phone calls and virtual communication [e-mail, business messaging apps and online meetings] with the target country
- Business life in your target country: negotiations, meetings, presentations, customer relations, project management, employee management, teamwork
- Private life in your target country: communication and manners in private life | important information for your stay on site
- Cross-cultural conflict management
- On the subject of "culture shock"
- Our special module: transfers abroad with accompanying partners and kids
- Special module for expatriates and the family

details

- 
Training, coaching or online learning
- 
Recommended duration: 2 days
- 
Target countries: 80+ | see page 12
- 
Customized content thanks to the Eidam & Partner Needs Assessment™
- 
Combinable with our online learning tools | see page 41
- 
Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request

training for expatriating kids

make your stay abroad a cakewalk!

It's a matter of heart for us that children start their international assignment adventure well prepared. In the end, we should never forget that the youngest expatriates leave as much back home as the adults.

That is why we recommend an additional event for the children who are accompanying their parents abroad! In our junior workshop, a trainer specially educated for this purpose deals with the cultural values of the target country as well as the anxieties, problems and expectations of the youngest family members.

This way, you contribute to a harmonic family life abroad – which not only the kids benefit from.

content

- Your new home country in short: country, people and society
- The most important cultural values in your target country [tailored for children]
- How does moving abroad affect me?
- What happens to my friends at home? Will I find new friends abroad?
- What difficulties will our family face?
- Exchange on expectations, wishes and insecurities regarding the upcoming adventure abroad

details



Coaching [also available at the expatriating family's home]



Recommended duration: 4 - 8 hours



Target countries: 80+ | see page 12



Languages: English, German, French or Dutch

safety training for hazardous countries

become a guardian angel for yourself!

Next to an interesting task for expatriates, many countries also sadly offer an increased safety risk, from kidnappings, robberies and muggings all the way to political unrest.

Our safety training doesn't just take away anxieties; it also safeguards from the worst outcomes of many situations! Of course, it's important to us not to scare your participants. But we nevertheless want to prepare them for every possible situation.

Our training event is oriented towards current criminal tactics in the target country, the newest insights from stress research and perceptual psychology. It's thus about the preventative recognition of safety risks on the one hand and safety-minded behavior in the case of an actual threat on the other.

This seminar is offered with the help of a well-known cooperation partner from the field of "corporate security solutions". The conducting experts are former employees of security services and German special forces units who have many years of experience in crisis-ridden countries at their command.

content

- Realistic assessment of danger abroad
- Travel preparation and safety
- Usage of the infrastructure in the target country seen from safety aspects
- Criminal and victim behavior in situations of conflict and stress
- Behavior during criminal assaults and political unrest
- Perception education and training on safe behavior in selected situations

details



Training, coaching or online learning



Recommended duration: 2 days



Target countries: This training is bookable transnationally or for individual target countries in particular.



Customized content thanks to the Eidam & Partner Needs Assessment™

mobile support

we'll support you wherever you are!

Bigger problems and challenges occur most often when they're the last thing you need; for example, directly after arriving in the target country or during an important project phase.

By means of our location-independent online support, you receive quick advice from seasoned experts. Existing difficulties and questions can thus be solved before larger damage arises.

We additionally have experts on-site in several countries, whereby we can also support your employees face to face.

we can be of help with regard to the following issues

- You have questions about a specific task abroad.
- There are problems with regard to contacting foreign colleagues, employees or personnel.
- You've attended a cross-cultural training and desire support with the practical transfer.
- Your international project or team faces misunderstandings or hurdles.
- You have problems with foreign public authorities or government organizations.
- You've undergone a culture shock and desire professional help.

re-entry [for returning expatriates]

because returning isn't always easy!

Companies lose up to 52% of their returnees within the first two years [study: Global Relocation Trends].

It's often not considered that most expatriates critically change through their stay abroad. Moreover, insecurities are most often caused by an uncertain future, by a lack of an adequate position in the company or by familial problems due to stress, burnout or unprocessed experiences.

Our re-entry methods comprehensively address these challenges and thus help your employees to return home successfully.

content

- Intercultural skills assessment and value comparison in advance
- Coming to terms with experiences abroad | reflecting on personal development
- Reintegration into the home country's culture
- Conflict and culture management:
 - What does my family and I need now?
 - Who understands me?
 - Who listens to me?
 - How do I find my place in society?
- Possible obstacles [of a social and professional nature] in managing returns
- Advice, tricks and experiences from other returning expats
- Avoiding re-entry shocks

details



Training, coaching or online learning



Recommended duration: 1 day, or hourly as part of a flexible measure



Customized content thanks to the Eidam & Partner Needs Assessment™



Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request

transnational offers



Next chapter: Global business training [for participants with many target countries] - page 25 |
International phone calls - page 26 | Mastering international presentations - page 27 |
Essentials of international sales - page 28 | Business success at international fairs - page 29 |
Virtual cross-cultural collaboration - page 30 | Global Leadership Program - page 31

global business training [for participants with many target countries]

because understanding is crucial!

This training event does not just cover one target country; we rather compare the behaviors and cultural values of several cultures with each other. We additionally talk about common challenges in international collaboration, analyze the participants' previous experiences with their international contacts and introduce field-tested strategies.

Your employees should be able to adapt their behavior easily in different international situations, no matter from which country their contact partners come from.

We provide this program in two versions: the first is for participants who already have a lot of international work experience, and the second is for young professionals whose international experience is just beginning.

content

- Analysis: What cultural values do the participants have? What advantages and disadvantages do these lead to in international collaboration?
- We compare the participants' cultural values with those of the most important countries in the world.
- How to constructively deal with cultural differences: For example, regarding the topics of hierarchy, time, the establishment of relationships and project management.
- Practical tips and tricks on dealing with foreign colleagues/leading foreign employees
- Tips for presentations, negotiations and meetings with international participants
- Best practice: Establishing and maintaining long-lasting relationships to international customers, suppliers and business partners
- Strategies and best practice examples for virtual cross-cultural collaboration [phone calls, e-mails, online meetings, business messaging apps, ...]
- Conflict management and prevention when working internationally

details



Training, coaching or online learning



Recommended duration: 2 days



Target countries: This training is not specific to a particular culture. It provides know-how for interaction with people from different target countries.



Customized content thanks to the Eidam & Partner Needs Assessment™



Combinable with our online learning tools | see page 41



Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request

international phone calls

as close as if you were there!

International phone calls pose a special challenge: When body language is not available, the caller has to rely solely on his or her voice. If the involved people haven't met before, bonding is even more complicated.

Our training event offers a thorough introduction to cross-border phone contacts as well as first-hand strategies and tips. Of course, we keep in mind the responsibilities of the participants because – after all – calls to international clients are significantly different from contacts with business partners or colleagues.

With the imparted knowledge on hand, you get more assurance and confidence when making international calls, whether local or long-distance!

This offer can be booked transnationally or for individual target countries.

content

- Cross-cultural communication: basics
- Analysis: What cultural values do the participants have? What advantages and disadvantages do these lead to in international collaboration?
- Getting to know the most important cultural differences worldwide
- Successful international phone calls | advanced module
- Tried and tested tips and tricks from one thousand and one international phone calls
- Developing your personal call strategy
- Dealing with difficult international telephone partners
- Practical workshop: applying what you have learned to various everyday work situations [in English]

details

-    Training, coaching or online learning
-  Recommended duration: 2 days
-  Target countries: This training is bookable transnationally or for individual target countries in particular.
-  Customized content thanks to the Eidam & Partner Needs Assessment™
-  Combinable with our online learning tools | page 41
-  Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request

mastering international presentations

earn a black belt in appearance!

You know what you are capable of; you know what your company is capable of. If you want to convince your international listeners of this as well, you need both commitment and culture-specific expertise!

The goal of our training event is the optimization of your international presentations and speeches from a cultural point of view. Together, we determine your company's, your product's or your service's unique selling points and learn how to present them effectively in different international situations. Moreover, our workshop will help you to correctly estimate the expectations of your international listeners.

content

- What behavioral patterns does an interculturally skilled person need?
- Analysis tool: Where do I stand? How can I develop my skills effectively?
- Analysis: What cultural values do the participants have? What advantages and disadvantages do these lead to in international collaboration?
- Fundamental differences in presentations and lectures worldwide
- How do I effectively customize my presentation for other cultures?
- How to optimally assess the expectations and goals of your international clients
- Summary of internationally proven marketing strategies
- Development and presentation of your company's, your product's or your service's USPs [unique selling points] in English.
- New ideas and concepts for successful international presentations
- Applying what you have learned [including development of personal SMART goals]

details

- 
Training, coaching or online learning
- 
Recommended duration: 1 - 2 days
- 
Target countries: This training is bookable transnationally or for individual target countries in particular.
- 
Customized content thanks to the Eidam & Partner Needs Assessment™
- 
Combinable with our online learning tools | see page 41
- 
Language: English

essentials of international sales

experiences from one thousand and one sales projects

A company does not live from what it produces, but from what it sells.

In addition to a practical introduction to international sales, you will learn how to best assess [prospective] global clients and react to their wishes and needs professionally. Together with our expert, you will develop an internationally oriented key account strategy tuned to you and your target cultures.

We also recommend this training event for participants who sell services across borders!

content

- Cross-cultural communication: basics
- Analysis: What cultural values do the participants have? What advantages and disadvantages do these lead to in international collaboration?
- What [cultural] differences are likely to occur during cross-border business?
- Challenges in international sales: hard and soft facts
- What parts of the company have to be involved in international sales, and why?
- Development and presentation of USPs [unique selling points] in English
- Presentation of field-tested sales strategies
- Selling: short, to the point, effective and personal
- Conflict management in dealing with international clients

details

-  Training, coaching or online learning
-  Recommended duration: 2 days
-  Target countries: This training is bookable transnationally or for individual target countries in particular.
-  Customized content thanks to the Eidam & Partner Needs Assessment™
-  Combinable with our online learning tools | see page 41
-  Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request

business success at international fairs

because fairs are 150% communication!

Every culture has different expectations for sales conversations and presentations of products and services.

Our training event prepares you comprehensively for your international trade fair contacts, for the expectations of foreign buyers and their sales challenges. Together with our expert, you will develop tailor-made strategies and procedures with cross-border impact.

For this topic, practical exercises at the actual fair stands [together with our expert] have proven particularly suitable.

content

- Exciting insights into cultural peculiarities of your foreign fair guests
- How to better assess your international visitors' expectations
- Presents: what to avoid or give to whom
- Information procurement: global ways to reach international clients and suppliers
- How do [selling] decisions in other cultures arise?
- Analysis and discussion of case studies from your target cultures and markets
- Expert tips for cross-cultural fair talks
- Development of your personal fair strategy: culture-specific, individual, successful

details



Training, coaching or online learning



Recommended duration: 2 days



Target countries: This training is bookable transnationally or for individual target countries in particular.



Customized content thanks to the Eidam & Partner Needs Assessment™



Combinable with our online learning tools | see page 41



Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request

virtual cross-cultural collaboration

20 colleagues, 12 flight hours, 4 countries: one team!

Virtual teams are trending. They are one of the must-haves of the 2020s. #virtual-collaboration-is-the-new-black

In our training event, we discuss how cultural differences can be effectively bridged. Moreover, we convey important strategies and know-how for a successful collaboration in a virtual environment.

We offer this program in two versions:

- The first is for participants who work in virtual teams.
- The second is for leaders who are in charge of virtual work groups from a distance..

Each of these two options contains different strategies and focuses.

content

- Overview about the most important cultural differences worldwide
- Strategies and best practice examples for virtual cross-cultural collaboration via phone, e-mail, online meetings and business messaging apps
- Together, we develop a motivating, dynamic and effective team culture for the virtual space!
- Finding/setting common goals, processes and priorities and simultaneously strengthening their integration in local structures!
- How can I recognize conflicts within the team early and handle them preventively?
- Field-tested strategies for high performance teams: giving feedback virtually, shared leadership, leadership styles, virtual process management, motivation & commitment to the team
- Successfully shaping, motivating and leading international teams over a distance

details



Training, coaching or online learning



Recommended duration: 2 days



Target countries: This training is not specific to a particular culture. It provides know-how for interaction with people from different target countries.



Customized content thanks to the Eidam & Partner Needs Assessment™



Combinable with our online learning tools | see page 41



Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request

global leadership program

leading myself – leading people – managing business

Our training series is aimed at participants who lead foreign employees – either on site or in virtual teams and projects.

International leadership is more complex, more multi-cultural and often more virtual than purely national leadership.

According to a recent study, 67 percent of all respondents are dissatisfied with the results of their international leadership roles. Our global leadership program shows you what the other 33 percent are doing right.

We'll teach you the field-tested strategies, the cultural know-how and the mindset needed for successful global leadership. Leading across borders can be really fun and enriching, if you have the right solutions...



Our two- to four-day basic training provides your participants with the most important tools for a global leadership role.

You also have the opportunity to add on additional components; for example, eLearning, country-specific workshops, learning nuggets, ... These options complement the basic training and sustainably expand your participants' international leadership skills.

We additionally recommend that every participant attends at least two coaching sessions in order to discuss individual challenges, to improve the transfer from theory into practice and to shape a personal leadership profile together with our coach.

Ideally, your participants will have already attended a basic leadership training, because our program is exclusively concentrated on the cross-cultural factor of international leadership.

content

- Overview about the most important cultural differences worldwide
- I did it my way! - Comparison of leadership styles worldwide
- Introduction of field-tested international leadership tools
- Building trust; also internationally
- Properly giving/receiving feedback in a non-offensive and culturally adapted way
- How to be present, assertive and motivational – across a variety of media and cultures!
- Harvard concept reloaded: Negotiation strategies in a cross-cultural setting
- Diversity in the team: How can differences be turned into strengths?
- Change management: How to motivate international employees to actively help shaping changes and to actually implement them in practice
- Strategies for effectively leading employees and teams in a virtual environment
- Cross-cultural conflict management
- Shaping a personal leadership profile for each participant

details

-    Training, coaching or online learning
-  Recommended duration: 2 - 6 days [depending on your situation]
-  Target countries: This training is not specific to a particular culture. It provides know-how for interaction with people from different target countries.
-  Customized content thanks to the Eidam & Partner Needs Assessment™
-  Combinable with our online learning tools | see page 41

international team building



Next chapter: International team building - page 34 | Outdoor team building - page 35 |
You're the chef - page 36

international team building

you have the ingredients, we have the recipe!

Together with your team members, we illuminate all existing cultural challenges. We show ways how individualists can become team players, how similarities can be strengthened and differences can be bridged.

It's particularly important to us that the participants develop solutions themselves – with the help of our experts, of course. We additionally integrate numerous joint exercises that build trust and personal relationships within the team.

content

- Overview about the most important cultural differences worldwide
- Analysis of your team's cultural values with one of our tools
- Here's how to combine different values and behavioral patterns to guarantee efficient project work.
- Together, we develop a motivating, dynamic and effective team culture!
- Who knew? The special role of executives!
- Finding/setting common goals, processes and priorities
- How can I recognize conflicts within the team early and handle them preventively?
- Analyzing intra-team challenges and case studies
- Creation of a best-practice catalogue under our expert's guidance

details



Training or online learning



Duration: 2 days



Customized content thanks to the Eidam & Partner Needs Assessment™



Combinable with our online learning tools | see page 41



Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request

outdoor team building

overcoming obstacles together!

By collectively experiencing and overcoming challenges, not only does one get to know his or her colleagues better, but team spirit is also sustainably strengthened. Our outdoor activities for international teams are thereby exclusively led by experts who themselves have many years of experience with cross-cultural work groups.

Our range of ideas for outdoor exercises is manifold; visiting to a high ropes course, going climbing together and raft building are merely just a few examples.

What's special about our offer isn't the outdoor activity itself, but rather the accompaniment of an expert who knows many [if not all] of the present cultures. We thus connect mutual activity with short learning units or things to think about and strategies for true high-performance teams.

We recommend combining our outdoor activities with a cross-cultural team building workshop!

details



Recommended duration: 1 day



Target countries: This training is not specific to a particular culture. It provides know-how for interaction with people from different target countries.

you're the chef!

cooking together as incentive or as team building

Cooking a three-course meal as a team is thoroughly comparable to a large international project: For example, you have to pay attention to time so that the milk doesn't boil over. And you encounter recipes that either need to be followed 100% of the time or 60%, much like in business life.

During our moderated cooking evening, your domestic or international team will learn a lot about its own group dynamic and the values of the individual participants. In addition, the team's shared identity will be sustainably strengthened.

Whether as a kick-off for an international project, as an incentive for your company management or as a team building activity, the possible applications are just as multifaceted as a good cookbook.

details



Duration: 2 - 3 hours



Selection includes dishes from over 80 countries.
See page 12!

cross-cultural business events



Next chapter: Cross-cultural presentations – page 38 | Short programs for your business events – page 39 | Country-specific meals with our experts – page 40

cross-cultural presentations

we don't hold presentations; we inspire!

Whether there are ten or 10,000 audience members, we happily support you with personalized and entertaining presentations on cross-cultural communication.

At the same time, we're especially mindful of the fact that our lectures are not just well founded and varied; they should also entertain and turn your event into an outstanding experience!

content

- Introduction to the most important themes in cross-cultural communication
- Doing business in your target country
- Distance leadership – cross-cultural leadership from a distance
- Sustainable success with virtual international teams
- Re-entry – problem-free return from abroad
- The 1x1 in international sales
- Your black belt in international negotiations
- Business success at international exhibitions
- Easily master international presentations
- International project management

details



Recommended duration: 1 - 2 hours

short programs for your business events

... with a proper portion of aha-effect!

Would you like to extend an event with contributions on cross-cultural communication? Our 200+ experts have stood by your side since 2004 with tailor-made events of the highest class.

Be it through a suitable presentation, a cross-culturally adept moderator for international participants, a team building exercise or an entertaining mini-workshop, the possibilities are endless.

Talk with us about your current needs! We'll happily develop a suitable concept for you that incorporates all your wishes.

details



Target countries: This training is bookable transnationally or for individual target countries in particular.



Customized content thanks to the Eidam & Partner Needs Assessment™



Combinable with our online learning tools | see page 41

country-specific meals with our experts

because food doesn't just go through the stomach!

With our experts, you'll visit a traditional restaurant [for instance, Chinese, Japanese or Russian] and learn important background knowledge about table manners, small talk themes, dishes and drinks from your target country.

Naturally, an individualized menu with 1,001 delicacies from the cultural sphere of your choice belongs to this package.

details



Duration: 2 - 3 hours



You can choose your favorite meal out of 80 target countries. See page 12!

cross-cultural competence meets online learning



Next chapter: Cross-cultural eLearning - page 42 |
Cross-cultural eLearning: country-specific - page 43 |
Cross-cultural eLearning: transnational - page 44 | Training videos - page 45 |
Country Navigator™: competency test and country database - page 46 |
Online trainings/webinars - page 47

cross-cultural eLearning

the world is becoming more mobile. are your learning habits as well?

To us, eLearning is all about flexible learning. You decide when you want to learn, how long you want to learn and what you want to learn.

Whether on a train, plane, from the comfort of your own home or at the work place – you decide!

With the help of our location- and time-independent learning platform, you save both time and financial resources. By combining eLearning and on-site training sessions, you increase the sustainability of the imparted knowledge!

what's important to us

- Our eLearning modules are interactive and sustainable. Every step of the way, learning by doing and applying are at the heart of our training modules. For instance, you will find a high number of media types, such as videos, audio examples, animations, knowledge tests, case studies and exercise formats.
- On request, our online trainings can be integrated [graphically and technically] into existing learning platforms.
- Our eLearning modules can also be handled on the go – via tablet PC.
- Every participant is provided with training materials.
- You can examine the participants' learning progress at any time to stay up to date.

blended learning

From a didactic standpoint, we recommend combining our eLearning modules with face-to-face events! Thus, the learning effect of your on-site training and coaching can increase by 25%.

Our eLearning modules can be used before or after a class room training. For example, we can convey some of our cross-cultural knowledge before a face-to-face training. Your participants will already know a lot about cross-cultural communication when they come to our on-site training or coaching, which leaves more time for specific information, detailed questions and knowledge transfer.

After a class room training, we are able to convey further know how [concerning other countries or topics] via eLearning.

cross-cultural eLearning: country-specific

rio, new york, tokyo... one ticket around the world, please!

Our country-specific eLearning modules impart knowledge of cultural values in 20 different countries. Apart from basics about the relevant target country, we talk about differences in communication and behavior, as well as dos and don'ts. In doing so, we also elaborate – in specific chapters – on the peculiarities of the business world of the target country.

We can export our modules to your corporate learning platform, if you like.

content

- Making contact and initiating business with people from the target country
- Tips, tricks and strategies for successfully communicating and making the right impression in the target country
- Effectively holding meetings and presentations in the target country
- Conducting negotiations, making decisions and arranging contracts
- Goal-oriented coordination [of projects, for example] and cooperation
- Business meals and after work
- International conflict management: Preventing, identifying and avoiding difficulties and misunderstandings in the target country
- Cultural management: How can I unite my cultural values with those of the target country and thus work abroad effectively?

details



Duration: 90 - 120 minutes per eLearning module



Languages: English or German



Target countries: Japan, China, India, Southeast Asia, USA, Canada, Mexico, Brasil, Germany, Spain, France, Great Britain, Poland, Romania, Sweden, Denmark, Arab Gulf States and East Africa.

cross-cultural eLearning: transnational

one “cross-cultural intelligence to go”, please!

This eLearning module does not just cover one target country; we rather compare the behaviors and cultural values of several cultures with each other. We additionally talk about common challenges in international collaboration, introduce field-tested strategies as well as recent case studies.

Your employees should be able to adapt their behavior easily in different international situations, no matter from which country their contact partners come from.

This online training is ideal for participants with several target countries, for the first conveyance of cross-cultural know-how or as a refresher course.

We'll also gladly export our modules for use in your internal corporate learning platform.

content

- Cross-cultural communication: basics
- Dealing with stereotypes, ethnocentrism and self-perception
- Overview of the most important cultural values of other countries
- Interactive introduction to cultural standards and dimensions
- Background knowledge on the international business world: We compare numerous countries with regard to communication types, leadership, customer contact, project work, dealing with hierarchy, understandings of time, dealing with change, team skills, taking criticism and social etiquette in professional life.
- International conflict management: Prevention, identification and avoidance of difficulties and misunderstandings
- Culture management: How to unite my own values and goals with those of foreign cultures and thus work abroad efficiently

details



Duration: 90 - 120 minutes



Languages: English or German

training videos

exciting, informative, on the spot!

In addition to our eLearning modules, we also offer exciting training videos on 20 target cultures and different transnational topics. Our goal is, to provide you with cross-cultural know how in an easy and informative manner.

Our videos can be provided either on your internal corporate learning platform, on your intranet or on our learning platform.

Our 360+ learning videos are suitable as stand-alone learning nuggets or for a combination with other learning formats.

content

- Meetings in country XY
- Presentations in country XY
- First business meetings in country XY
- Visitors from country XY
- Gestures and facial expressions in country XY
- Solving conflicts in country XY
- Negotiations in country XY
- Basics of cross-cultural competence
- Successfully organizing exhibitions abroad
- International sales
- Virtual team collaboration across borders

details



Duration: 5 - 7 Minuten per video; there are several clips available for each of the topics.



Languages: English or German



Target countries: Germany, Denmark, France, Greece, Great Britain, Sweden, Spain, Poland, Romania, Russia, Hungary, Argentina, Brazil, Canada, the USA, Arab countries, Southeast Asia, China, India, Indonesia, Japan, South Korea, East Africa, South Africa and Turkey.

country navigator™ | competency test and country database

for those who want to know it all in detail!

Country Navigator™ is an online tool with two outstanding features. First, a personal cultural profile is created for you based on your answers to a digital survey. Through the subsequent feedback, you'll learn details about your own cultural values, as well as the advantages and disadvantages of your own behavior.

Not only will this sensitize you to cultural differences, but you'll also learn how your own behavior can have different impacts on other people.

In the end, you can compare your personal cultural profile with the values of 100 other target countries. This will show you where your values correspond to those of the selected target country and where difficulties could come up in some circumstances.

you don't have to know everything, you just have to know where to find it.

Country Navigator™ also offers a very large knowledge databank on 100 target countries. With this collection of tips and strategies, you can, for example, read about the most important dos and don'ts right before a meeting with Chinese partners or better prepare for an online meeting with Americans minutes before it starts.

further information

- Languages: German or English
- Mobile availability: Country Navigator™ comes with a free app for Android or Apple smartphones.
- Combination-ready: Use Country Navigator™ as a standalone solution or in combination with other training activities!
- Country Navigator™ is compliant to the new European Data Protection Regulation which is valid from 2018 on.

online trainings/webinars

welcome to your 21st century learning experience!



It can be that simple: your participants only need a PC, Internet access and a headset or telephone.

We offer almost all further education topics as exciting live online trainings, Webinars or 1:1 online sessions. You can choose whether we will conduct a large training topic virtually or only deal with a specific question during a short event.

here's what you need to know!

- We recommend a maximum of 3 hours online learning per day and group. A longer or shorter implementation is of course also possible.
- Each participant will need a computer with an Internet connection and a telephone or a computer headset. A webcam is not absolutely necessary, but we are happy if the participants can also be seen via video training activities!
- Our goal is to always create an optimum learning atmosphere in our online trainings. We use an ideal blend between theoretical and practical parts, participant experiences, digital learning tools and concrete examples from international projects.

all or nothing.

When we tackle something, we do it 100%! Our online trainings are exciting, convincing and effective. Ideally, neither our trainers nor your participants notice the lack of a "classic" face-to-face training.

special topics



Next chapter: Cross-cultural workshops – page 49 |
Cross-cultural conflict management – page 50

cross-cultural workshops

distinct. tailor-made. effective.

We'll gladly conduct individually designed workshops for you on a variety of cross-cultural themes.

Since 2004, we've supported countless companies worldwide with tailor-made events. Examples include moderating international kick-off events, developing new global sales strategies, conducting optimization workshops for international projects and supporting global HR meetings.

Every workshop is designed to be as interactive as possible in order to maximize the learning effects and the motivation of your participants. Moreover, we exclusively employ senior experts whose years of practical experience will enrich your event.

details



Target countries: This training is bookable transnationally or for individual target countries in particular.



Customized content thanks to the Eidam & Partner Needs Assessment™



Combinable with our online learning tools | see page 41

cross-cultural conflict management

confidential. objective. sustainable.

Do you have severe misunderstandings within international teams? Are there difficulties with foreign branches, suppliers or customers? Or do disputes between people with different religious opinions burden your work climate?

act quickly!

Eidam & Partner has conducted cross-cultural conflict management for companies, organizations, government agencies and associations all over the world since 2004. For this, we rely on experts who know the participants' home country extensively.

In certain cases, the employment of independent trainers who don't come from any of the involved cultural circles can also turn out to be successful. We even have suitable specialists for these situations!

sense of proportion!

Getting an initial objective picture of the situation and all participants is especially important to us. That naturally also requires conversations and interviews with your employees.

As a next step, we'll develop a culturally adapted solution process that will be extensively discussed with you. This can involve, for instance, mediation, a problem-solving workshop or changes within the organization. Which solution we ultimately resort to is naturally always situation- and customer-specific.

Eidam & Partner. Your intercultural experts.
Barbarossastraße 69
09112 Chemnitz
Germany
Phone: +49 [0]371 – 27 37 23 00
Fax: +49 [0]371 – 27 37 23 09
www.eidam-und-partner.de
info@eidam-und-partner.de
VAT identification number: DE 23 66 73 976
Place of jurisdiction: Amtsgericht Chemnitz
Management: Markus Eidam, M.A.

If you have any questions or feedback, please contact us.
Our service team is looking forward to helping you!

Eidam & Partner claims unrestricted copyright for the
contents of this seminar catalogue [images, text, graphics].

The image material used is taken from the image archives istockphoto.com,
shutterstock.com, www.peopleimages.com, fotolia.com and www.picturealliance.com.



EIDAM & PARTNER.
YOUR INTERCULTURAL EXPERTS.

our service will save you time and stress!

We aspire to offer you the best possible customer service. That includes, for example, answers within 24 hours and first-class support that can't be beat! It's that easy!

www.eidam-und-partner.de/en