service catalog

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

established 2004
because you don’t just want any trainer for your company!

many years of experience abroad

sustainable training concepts

customized content

one-stop intercultural expertise
We are not corporate, but a team of idealists who search for the right way rather than the obvious way. We want to accomplish things. We’re small, but our hearts are in it with every single further education project!

According to that motto we’ve supported more than 25,000 specialists and managers since 2004. Worldwide!

We are looking forward to you – welcome to Eidam & Partner!
country-specific offers

New training offers for everyone deeply concerned with a single target country

international assignments: preparation + permanent support abroad

Country-specific preparation for expatriates
Training for expatriating kids
Safety training for hazardous countries
Special-Program for partners of expats
Mobile support
Re-entry [for returning expatriates]

country-specific offers

New training offers for everyone deeply concerned with a single target country

transnational offers

Recent expertise for participants collaborating with people from different cultures
international team building

Make your teams and projects go like clockwork

cross-cultural business events

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

cross-cultural competence meets online learning

We brush up your learning habits

special topics

Cross-cultural workshops

Cross-cultural conflict management
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 apartment. An idea, a computer, 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.
our trainers, consultants and experts

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
- Education as a trainer, coach and/or consultant
- Application of interactive teaching and learning methods
- Many years of further education experience

Twenty of our experts are natives of Germany. A majority of them – 180 trainers, coaches and consultants – were born in other countries. They come from 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.

worldwide trainer network

We’re also especially proud to be able to offer you experts on site in your target countries. This will significantly minimize the travel costs for your advanced training.
what’s important to us

1. **Quality:** 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 1.39! [mark system: 1.0 = very good – 6.0 = very bad]

2. **Interactivity:** 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 further education offers will be individually adapted to the situation and needs of your participants!

4. **Experience:** Since 2004, we’ve trained more than 25,000 specialists and managers on five continents!

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. **“It can be that simple” principle:** We aspire to offer you the best possible customer service. That includes, for example, answers within 24 hours and first-class support that saves you time and stress!
summary of methods

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

We guarantee an optimal and constructive learning atmosphere for every participant. This includes not only the location and the organization, but also the corresponding blend of methods. All of this results in a perfect balance between theory and practice, and incorporates both the personal experiences of the participants and case studies.

We work interactively and sustainably: Every step of the way, learning by doing and applying are at the heart of our training modules. We impart our knowledge by means of a balanced educational concept consisting of presentations, videos, teamwork, role-plays, exercises and cultural simulations.

your order, please!

presentation, training, coaching, counseling, webinar or eLearning?

Our advanced training programs are available for large groups [presentation], smaller groups of up to 15 people [training, webinar or online learning] and individuals [coaching, webinar or consulting].

We are particularly proud of our eLearning modules, available for several subjects and target countries. Recent studies have shown that a combination of online training and on-site sessions results in a learning effect increase of 25%.

By combining your session with one of Eidam & Partner’s eLearning modules, you increase the learning effect and reduce educational costs and absence rates for sessions that require personal attendance. And since we take care of all the technical details, there is no additional effort for you!

Now also available for your internal learning platform, including all the educational fun!
Our learning concept

1. Fine-tuning of the training through interviews and our online questionnaire before the event.

2. Optional: The use of our online offerings for the first conveyance of knowledge before the event.

3. Implantation.
Our online offerings include eLearning modules, Skype coaching, cross-cultural training videos, the Cultural Practice Guide™, micro-learning elements, the Country Navigator™ and an extensive databank of knowledge with more than 200 articles and podcasts.
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

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

europe [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

Can’t find your target country? We continuously extend our service portfolio. All you need to do is give us a call: +49 [0]371 - 27 37 23 00!
credentials

Airbus Group | ALDI International | Allianz | Automotive Lighting
Bausparkasse Schwäbisch Hall | Bayer HealthCare | Bombardier Transportation | BoschSiemens | BP Europa | Carl Zeiss
CHG-MERIDIAN | Cisco Systems | Comparex | Dachser
Deutsche Bahn | Deutscher Fußballbund | Deutsche Telekom
E.ON | Fraunhofer Gesellschaft | EOS | Fressnapf Tiernahrung
Fujitsu TDS | Gardena | GETRAG | GfK | Heraeus
Hewlett-Packard | Hirschvogel Automotive Group | IAV | K+S
Konica Minolta | Krones | Leoni | Mattel | Max-Planck-Gesellschaft
MULTIVAC | Lufthansa Systems | SAP Deutschland | Schreiner Group
Siegwerk | Siemens | Sixt | tesa | Texas Instruments Deutschland
ThyssenKrupp | Umicore | VALEO | Veolia | WMF Group
country-specific offers

country-specific preparation

may you never feel like a stranger in foreign countries!

If you want to be successful abroad, there is no doubt you need excellent preparation. This is exactly where our educational program comes into play. 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, messenger, videoconferences, ...] 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 eLearning
- 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 42
- Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request
**effective negotiations abroad**

**avoid slips when negotiating!**

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 you succeed in international negotiations, we prepare you thoroughly for the particularities of your target country.

**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
- Recommended duration: 2 days
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cross-cultural preparation for socializing with Germans

germany = goethe, schiller and rammstein?

The whole world is in touch with German companies. For instance, employees are sent to Germany or people from abroad work with Germans via e-mail and telephone.

To facilitate the efficient work of these people, we offer a thorough introduction to the German culture and way of life. With the help of our country experts’ feedback, you can improve working conditions, contacts with German colleagues and thus the efficiency of your global workforce.

Of course, the training sessions are tailored to the home country of the participants.

We also offer an exciting eLearning module on this subject; see page 42!

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 [e-mail, messenger, videoconferences, ...]
- 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 eLearning
- 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 42
- 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 |
Special program for partners of expats – page 22 | Mobile Support – page 23 |
Re-entry [for returning expatriates] – page 24
country-specific preparation for expatriates

living and working in your new home country!

More than one third of all transfers are canceled prematurely, causing high costs and aggravating circumstances. Our sessions for expatriates cover not only cultural values and peculiarities in the relevant target country, but also possible restrictions and insecurities as well as conditions on site.

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

Our session is free for accompanying partners and kids!

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, messenger, videoconferences, …) 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 webinar

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 42

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

make your stay abroad a breeze!

In addition to our expatriate preparation, we recommend a special session for the kids coming with you! Our kids’ workshop, held by a specially qualified trainer, covers cultural values in your target country as well as insecurities, problems and expectations of the youngest family members.

After all, kids need to be able to say goodbye without losing their identity.

And 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

safely underway worldwide, with optimal preparation!

Many countries of dispatch also sadly offer, next to an interesting task for expatriates, 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!

The training 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 or coaching

Recommended duration: 2 days

Target countries: This training is bookable transnation-ally or for individual target countries in particular.

Customized content thanks to the Eidam & Partner Needs Assessment™
special program for partners of expats

because expats seldom go alone.

Our special program will help the partners of your expats to adapt significantly better in the target country and to cope with the familial and personal challenges that come with an assignment abroad.

This will considerably increase the satisfaction of the entire family and will thus positively influence your employees’ work performance.

didactic setup

The program consists of three entertaining eLearning modules accompanied by coaching sessions [via Skype or telephone]. All participants also get access to our online community, where they can find tips and support from other partners of expats.

Covered topics specifically address the challenges faced by partners of employees sent abroad. They include finding a job, dealing with typical familial challenges that occur abroad, culture shock, homesickness, establishing social contact and dealing with difficulties while adjusting.

The program starts before the couple moves and continues during the settling-in period in the target country.

important information

This special program does not contain any country-specific information. We consequently recommend that partners traveling with employees being sent abroad participate in one of our country-specific preparation courses [see page 19].

details

- Coaching and eLearning
- Duration: Around 25 hours [divided up among several coaching and eLearning modules]
- 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™
mobile support

we’ll support you wherever you are!

Cross-cultural problems occur most often when they’re the last thing you need; for example, after arriving in the target country or during an important project phase. In this case, it’s unfortunately very difficult to organize a last-minute cross-cultural training or coaching.

By means of our location-independent advisement via hotline or Skype, you receive quick advice from seasoned country 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.

“The reintegration of returning expatriates is an issue for many companies and organizations. Companies lose up to 40% of their returning expatriates within the first twelve months.” [German newspaper Süd-deutsche Zeitung]

When employees return home, companies often disregard that most expatriates have changed significantly during their stays abroad. They often adopt behavioral patterns and values from the country of expatriation, which can result in confusion regarding their roles upon returning. Moreover, they are often insecure about their futures in their home countries or face family problems due to stress, burnout or undigested experiences.

Our experts will support them as needed during their professional and private reintegration.

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 webinar
- 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
global business training [for participants with many target countries]

because understanding is crucial.

Our Global Business Training is particularly suitable for people with many target countries or for the development of basic cross-cultural skills. Accordingly, this training session covers not just one target culture, but focuses on imparting transnational knowledge.

You will get a thorough introduction to cross-cultural communication: Our tips, strategies and development models raise your awareness for your contacts with foreign customers, colleagues, business partners and all other people you meet.

Our tip: This seminar is also suitable as a basic training for your junior staff!

content
- Cross-cultural communication: basics
- On dealing with stereotypes, ethnocentrism and your own perceptions
- The most important cultural peculiarities in other countries
- An exciting introduction to cultural standards and dimensions
- Best practice: know how concerning phone calls and virtual communication [email, messenger, videoconferences, …] with international counterparts
- Professional insights into the international business world: types of communication, intercultural employee management, customer contact, project work, hierarchy, understanding of time, dealing with changes
- International conflict management: Preventing, identifying and avoiding difficulties and/or misunderstandings
- How can I align my own values and aims with those of foreign cultures and thus work efficiently abroad?

details
- Training, coaching or eLearning
- 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 42
- Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request
international phone calls

your direct link to foreign cultures.

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

This seminar is a thorough introduction to cross-border telephone contacts. 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! Our tip: For this subject, practical exercises at the workplace [together with our experts] have proven particularly suitable.

This offer is bookable transnationally or for individual target countries in particular.

ccontent

- Cross-cultural communication: basics
- Self-analysis: What cultural values do the participants have?
- Introduction to the most important global cultural differences
- 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 or coaching
- 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 42
- Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request
mastering international presentations

earn a black belt in performance!

You know what you are capable of; you know what your company is capable of. But if you also want to convince your international listeners, you need both commitment and culture-specific expertise!

The goal of this training is the optimization of international presentations from a cultural point of view. You determine your company’s, your product’s or your service’s USPs [“unique selling points”] and learn how to present them effectively in different international situations. Moreover, the workshop will help you correctly estimate the expectations of your international clients and business partners.

content

- What behavioral patterns does an interculturally skilled person need?
- Analysis tool: Where do I stand? How can I develop my skills effectively?
- Self-analysis: What cultural values do the participants have?
- Relevant differences for presentations in various countries
- 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 or coaching
- 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 42
- Language: English
essentials of international sales

experiences from one thousand and one sales projects.

In order to successfully market abroad, it goes without saying that you need the appropriate tools, because the usual negotiation strategies are not necessarily promising abroad.

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

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

content

- Cross-cultural communication: basics
- Analysis tool: What cultural values do the participants have?
- 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 or coaching
- 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 42
- 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!

A company depends on its sales figures, not on its products.

On that note, internationally successful exhibitors excel not only in good products and meticulous marketing! Selling abroad also requires broad intercultural expertise. Because after all, every culture has different expectations for sales conversations and presentations of products and services.

Therefore, this training is a global preparation for your international fair contacts, their expectations of foreign buyers and their marketing challenges. In cooperation with our experts, you develop cross-culturally powerful strategies and procedures.

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

content
- Analysis: How do foreign businesspeople see you?
- 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 or coaching
- 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 42
- Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request
success with international virtual teams

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

Virtual teamwork is a phenomenon that has long been a reality in interconnected companies. More and more employees are abandoning their office space for a home office or work "on the road". More and more teams are not bound to just one location, but spread to various countries and cultures.

Thus, it is not enough to prepare employees for their work with a specific target culture. Instead, the challenge of the future is enabling staff to work efficiently in geographically distributed teams.

This seminar program helps you overcome this hurdle with flying colors.

We also offer specific training on "distance leadership" for executives who want to efficiently lead virtual teams! For further information, see page 32.

content

- Basic differences between traditional and virtual teams
- Overview about the most important cultural differences worldwide
- Best practice: know how concerning virtual communication [phone, e-mail, messenger, videoconferences, …] with international counterparts
- Communication and information flow | particularities of virtual contacts!
- It’s very vital to develop a particular virtual team culture. This is how you can facilitate this process!
- 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

details

Training or coaching

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 42

Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request
distance leadership [leading virtual international teams]

effective employee management from a distance.

In an increasingly globalized world, communication with inter-site work groups is becoming more and more a part of everyday life. Superiors who want to lead virtual teams both effectively and efficiently do not require complete retraining. But in virtual leadership, some barriers that never or rarely apply to traditional teams have to be broken down.

This training program is aimed specifically at ambitious executives who want to leave nothing to chance regarding “distance leadership”, and rely on tested strategies and procedures.

content
- Cross-cultural communication: basics
- Overview about the most important cultural differences worldwide
- Best practice: know how concerning virtual communication [phone, e-mail, messenger, videoconferences, …] with international counterparts
- Remote team development – both a challenge and an opportunity
- Building trust within the team
- How do I gain commitment within my team?
- HR development in virtual and short-run teams
- Successful leadership styles in foreign countries [in comparison to the home country of the participants]
- Managing intercultural problems across borders: via phone, e-mail or in person
- It’s very vital to develop a particular virtual team culture. This is how you can facilitate this process!
- Analyzing case studies from the experiences of the participants

details
- Training, coaching or webinar
- 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 42
- Languages: English or German | other languages, including French, Spanish, Russian or Chinese, available on request
international team building

you have the ingredients, we have the recipe.

In our global world, teams are more and more often made up of people from different cultures. This bears risks as well as opportunities because different work methods and leadership styles collide.

As a rule of thumb, there’s only room for effectivity and efficiency if cultures complement each other!

During our sessions, together with your international team members, we develop a method to effectively combine different values and behavioral patterns. Thus we increase team spirit and work on the efficiency of your staff at the same time.

content

- Basic differences between national and international teams
- Overview about the most important cultural differences worldwide
- How can I combine different values and behavioral patterns and thus ensure efficient project work?
- It’s very vital to develop a particular team culture. This is how you can facilitate this process!
- 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 problems and case studies
- Creation of a best-practice catalogue under our expert’s guidance

During the training, we especially go for the joint development of content and exercises that build trust and enhance personal relations between your participants.

details

Training

Duration: 2 days

Customized content thanks to the Eidam & Partner Needs Assessment™

Combinable with our online learning tools | see page 42

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 [see page 34]!

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 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 42
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
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, what you want to learn and how 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

please be aware that your participants will get excited!

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.

Languages: English or German

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: 70 - 90 minutes per eLearning module

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

cross-cultural skills to go – also for iPads and other mobile devices.

In our training on the topic of cross-cultural competency, you’ll interactively learn about the most important foundations of cross-cultural communication. Our tips, strategies and development models will prepare you for contact with foreign customers, colleagues and business partners from different countries. Of course, we also cover the cultural characteristics of the most important countries worldwide.

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.

Languages: English or German

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: 70 - 90 minutes
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 your employees 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.

The training videos work well as a standalone solution or in combination with face-to-face events.

Languages: English or German

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.

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™ 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.

To top it all off, Country Navigator™ offers a comprehensive databank of knowledge on 100 target countries. With the help of this collection of tips, tricks and strategies, you can, for instance, read up on the most important dos and don’ts before a meeting with Chinese people or better prepare for a telephone conference with Americans by refreshing this information in advance.

**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.
Coming soon: our secret topic:

Sed posuere consectetuer est et iusto.


content:
- Brus jurem sem molestue magra modul auctor.
- Brus jurem sem molestue magra modul auctor.
- Condulur dictum tempus partium. Posuere commodo curric magra, et sed eu tatem consectetuer et.
- Integer posuere est et aene ornare dictus posuere velit auctur. Donec metus consectetuer porsa et amet iusto.
- Nesciur secus sectiona nulius sed consectetuer.
- Nesciur secus sectiona nulius sed consectetuer.
- Nesciur secus sectiona nulius sed consectetuer.
- Nesciur secus sectiona nulius sed consectetuer.
- Nesciur secus sectiona nulius sed consectetuer.
- Reti nescius aemius sem section quaer sem egestat nuddium.
- Reti nescius aemius sem section quaer sem egestat nuddium.

details:
- Duration: 6 - 7 Months per video. There are several clips available for each of the topics.
- Target countries: Argentina, Brazil, Canada, China, India, Indonesia, Japan, South Korea, South Africa, South Africa and Turkey.
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 42
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 ID: 215 | 216 | 00621
Place of jurisdiction: Amtsgericht Chemnitz

Management: Markus Eidam, M.A.

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