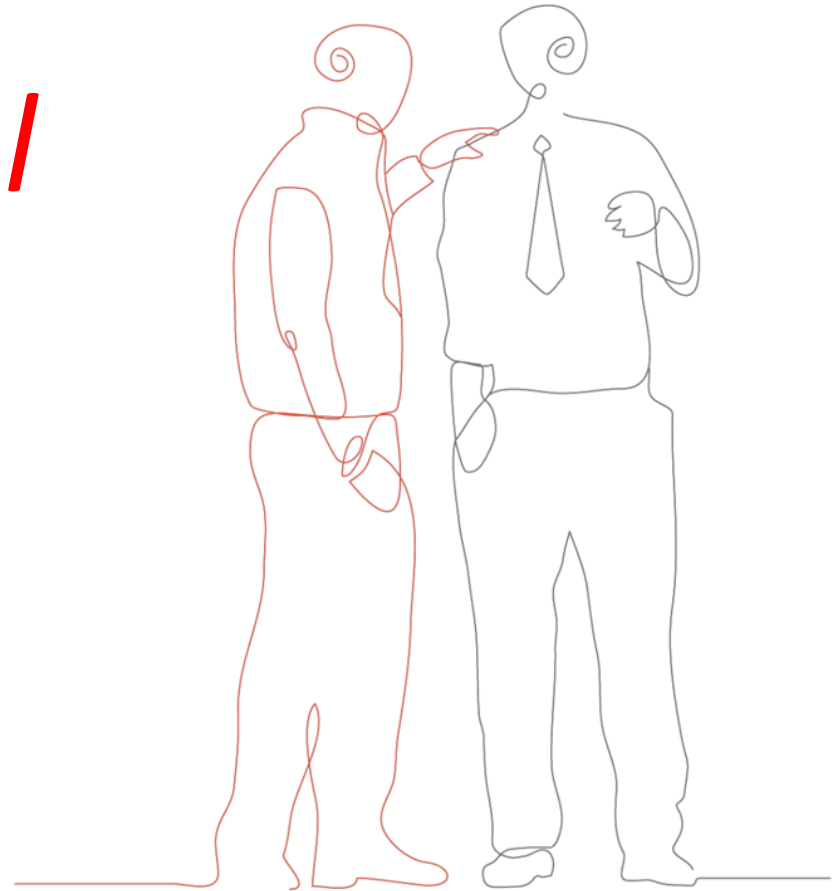


Crossing Cultural Differences in SMEs



What is culture?



Cultures in SMEs?

COSTUMERS



FOREIGN MARKETS

EMPLOYEES



PRODUCT & SERVICES

Training format

STRUCTURE:

- 1) brief lectures
- 2) interactive workshop

DURATION:

60-180 minutes



CONTENT FOCUS: adjustment to organisation's size, organisational structure and directions of its management and employees

Training content overview

- explanation of cultural levels in a company,
- presentation of best practices in organisations that succeeded in overcoming cultural obstacles,
- analysis of cultural synergies and clashes in a company,
- identification of cultural identity factors in a company,
- presentation of stereotypical images on organisational and national cultures,
- possibilities of using cultural differences in growing SMEs as a competitive advantage.

Training >>> Consulting

- consulting is carried out at several cultural levels – global, regional, organisational, etc.
- consulting is based on a special qualitative methodology (cultural factor analysis or ethnography) which provides first-hand information on cultural specifics of your costumers, clients, competitors, employees, etc.
- such information is systematically transferred into practice by our consultants in cooperation with the management of SMEs.

Advantages and particularities

- raising intercultural awareness (how different are we?),
- management of intercultural cooperation (how to cooperate with others successfully?),
- advice to avoid cultural shocks and prepare employees to move to a foreign country (what we need to know?),
- “bottom-up” and “top-down” approaches to understand cultures at various levels (why to involve all stakeholders?),
- first-hand informatios (what we do and not what we say we do),
- human-focused and employee-friendly development of SMEs (how to build a long-lasting SMEs?).

Discussion

