

Managing Successfully Across Cultures

"...the single greatest barrier to business success is the one erected by culture." Edward T. Hall and Mildred Reed Hall

Goal:

This training session is designed to prepare the participants for doing business across cultures. It is aimed at offering individuals and an understanding of how cross-cultural dynamics impact them. It aims to equip the participants with the necessary knowledge and skills to work and lead across cultures through a detailed understanding of cultural differences especially in regards to communication and working styles. It is also designed to increase the effectiveness of leaders of multi-cultural teams.

Contents:

Intercultural management is becoming increasingly important in a globalized work environment. It is therefore important to get to know models and strategies that enable sustainable, constructive intercultural cooperation.

You will find out where there are similarities between the cultures and how you can consciously promote and develop them. You will become acquainted with cultural differences, frequent communication difficulties, cultural stereotypes and clichés in dealing with different cultures.

The main focus of this training session is:

- to introduce core concepts of intercultural communication
- to raise awareness of cultural differences, intercultural competences (focus on personal poise and cultural values, communication styles and cross-cultural team building)
- to present strategies for effective communication in an intercultural business environment

Methodology

Theoretical input, interactive exercises, analysis of case studies, moderated discussions

About the trainer:

Hani El Sharkawi is the Director of the Sacher School of Excellence, the training academy of the Sacher Hotels. He has many years of experience in executive positions in the international luxury hospitality industry in various cities including Vienna, Paris, Singapore and Vancouver. As the son of an Egyptian father and an Austrian mother, he grew up in a multicultural environment in Alexandria, Egypt. He graduated from High School in the USA, earned a Bachelor degree in Tourism and Hospitality Management from the University of Alexandria and Master degree in intercultural competences from Danube University Krems in Austria.

Contact: hani.elsharkawi@gmail.com