

Syllabus

„Intercultural competence in project management“ (Focus: Arab or Asian customers)

Let's be honest:

Is working with international business partners also challenging for you time and again.

Do you also have to face the fact that our European expectations sometimes do not match with the Arab and Asian mindset?

Both the Middle East and Asia have completely different cultural roots and therefore different norms and values than Europe.

Of course, these different rules are also reflected in business life as culture-specific business mentalities.

Intercultural competence is therefore required in order to be able to act, communicate and negotiate successfully in today's globalized world.

And now the good news:

This intercultural competence can be learned!

Our intensive seminar covers a broad spectrum of supranational issues, which can be tailored to the specific needs of your projects in an interdisciplinary and target group-specific manner. Using real world examples, it provides you with the additional knowledge you need to work successfully across cultural boundaries with Arab and Asian business partners and their Islamic characteristics. International cooperation will be smoothed and synergies leveraged.

Your plus:

- In principle, the design of the seminar is flexible.
- Depending on your needs, we can set up the training as a one- or two-day course and focus on specific topics of yours.
- Your previous experiences, task-specific and problem-related concerns are given priority.
- It is particularly important to us that we support you with regard to your goals and make you interculturally capable of acting in the best sense.

Language:

German or English

Goal and benefits:

This course is designed to help you develop your personal intercultural competence in a compact form so that you can act authentically and appropriately in specific work situations with a good feeling.

Target group:

Project leaders, system engineers, sales and service & maintenance managers who work in demanding intercultural environments.

Preparation:

- Order clarification meeting approx. four weeks beforehand
- Approx. two weeks in advance an Email survey will be sent out to the participants addressing their expectations and needs.

Agenda:

- What is intercultural competence?
- What do I have to take into consideration when communicating and interacting with Arab and Asian business partners?
- From small talk to smart talk – Which topics can I use at any time and “safely”?
- What characterizes successful intercultural project management?
- What do I need to bear in mind with business partners of Islamic faith?
- Practical tips:
 - on building and maintaining relationships with your business partners
 - on meetings and negotiations
 - on the preparation, implementation and follow-up of customer acceptance tests (e.g. FAT, SAT etc.)
 - on special features of business cards
 - on appropriate gifts
 - on avoiding typical stumbling blocks

Methods and keys for your learning success:

- Lecture: You can talk about anything – just not longer than 20 minutes.
- Individual and group work activations – no more endless lecture.
- Practice-oriented teaching based on concrete real world examples.
- Exchange of experiences – setting memory points so that learning results get anchored

Training equipment:

- Room according to prior alignment
- 2x flipcharts and 2x pin boards
- 1x moderation/presentation case
- Monitor/beamer

Follow-up:

Sending the documentation in the form of a photo protocol

Trainer

Dr. Marco Benkert has a comprehensive repertoire of practical experience with more than 20 years of project management positions for complex international projects and more than 5 years of disciplinary leadership responsibilities in project-based organizations, including head of customer project management department.

He is a certified Trainer® (GPM), Business Coach® (IHK), Senior Project Manager® (IPMA), Project Management Professional® (PMI) and Scrum Master® (Scrum.org).