Intercultural Competence
„Navigating efficiently in cultural diversity“
Intercultural competence - your added value in the global marketplace

Communication competence and the ability to collaborate are prerequisites for success in today’s dynamic market environment. Intercultural competence is therefore a key asset for:

- Internationally active companies
- Globally represented companies
- Companies with international production plants, distribution and sales organizations
- Companies with international suppliers and cooperation partners
- Companies with international target markets
- Companies with employees from different cultures

Based on many years of business activity in the global marketplace, ABB has recognized the need for, and benefits of, seminars, workshops, and courses on the topic of intercultural communication. The range of courses offered is dynamic and being constantly expanded. ABB University Switzerland can work with you to develop and implement offerings tailored to your needs. This has the advantage that departmental topics or company-specific focal issues can be covered in the seminars and workshops.

The offerings are public. They target not only all ABB employees but also the employees of other internationally active companies.

Courses for developing intercultural competence are particularly relevant for the following functional groups: Administrative and technical staff from product management, key account management, marketing, sales, trading, project management dealing and negotiating directly with business partners such as customers, suppliers, and contractors from all over the world, as well as people with managerial roles and responsibilities, i.e. employees who wish to develop key skills and strategies for improving communication and building relationships across cultures to achieve work objectives.

The ABB Program of Intercultural Communication – to enhance your success across cultural boundaries

The course modules can be attended individually or as parts of an overall program. The courses are designed to be modular and are separated into countryspecific and non-country-specific. For the courses on „Negotiating with business partners worldwide (country specific)“ and „Negotiating internationally“, relevant crosscultural or country-specific experience is a prerequisite.

The overall goals are to:

- Ensure the satisfaction of your business partner of the other culture
- Collaborate and operate effectively in multicultural teams
- Establish and maintain customer contacts
Module A - Intercultural Sensitivity and Effectiveness
This module enables participants to raise their awareness and develop their understanding of the critical role of culture in building sustainable relationships across cultures. Participants gain the ability to identify and overcome cultural barriers to successful performance. They learn about their own communication style preferences, how preferences vary across cultures, and how to adapt their own style for maximum effectiveness. They will be able to recognize the positive potential of cultural diversity in business situations and use this diversity for maximum mutual benefit.

Module B - Negotiating Internationally
This module teaches skills and strategies of cross-cultural negotiation. It provides an opportunity to learn about different negotiating styles based on cultural differences, identify different stages of negotiations, understand more about how the speaker’s attitude is expressed through language, and adapt their own negotiation style to be fully effective.

Module C - Intercultural Management and Leadership
This module encourages participants to define or re-assess their personal management and leadership role in a multicultural work setting. The resulting awareness will support them in dealing with challenging yet enriching experiences when dealing with a multicultural workforce. As a result cooperation and performance will be enhanced.

Module D - Intercultural Communication with Business Partners Worldwide (Culture Specific)
In this module, participants learn about history, politics, religion, and economics and their relevance to current business relations with their business partners of the other culture. They gain an understanding of the specific culture, values, customs, and business culture, as well as typical characteristics of the companies and management. They learn the general business practices, customs, etiquette, do’s and don’ts to work together successfully with their business partners.

Module E - Intercultural Negotiation with Business Partners Worldwide (Culture Specific)
This module allows participants to develop and implement negotiation strategies for achieving successful results with their business partners of the other culture. They heighten their ability to deal effectively with misunderstandings, blocked negotiating situations, and conflicts.

Module F - Intercultural Management and Leadership in a Worldwide Business Environment (Culture Specific)
This module supports participants to reflect their own managerial styles, provides insights into and practical tips for people management in a worldwide business environment; it enables participants to manage and lead people in a specific culture.
ABB Switzerland Ltd
ABB has approximately 7,000 employees in Switzerland. The company concentrates mainly on the two core businesses of electric power technology and automation technology. ABB supplies systems and comprehensive solutions both for utilities and industrial companies. ABB is a world market leader for turbo-superchargers for large diesel and gas motors with the label "Made in Switzerland".

ABB University Switzerland (UCH)
UCH has for many years offered courses, seminars and learning programs for internal and external specialist and managerial personnel. Five of its fifteen Learning Centres are located in the Power Tower at Baden. You will find the latest version of the UCH course programme on the Internet at:

www.abb.com/abbuniversity
(click on Switzerland)

Further information
For further information and reservations we shall be pleased to hear from you at any time:

ABB University Switzerland
Phone 058/585 67 34
Fax 058/585 28 00
E-mail university@ch.abb.com

ABB University Switzerland
LC (Learning Center)
Business Processes and
Power System Management
Bruggerstrasse 72
CH-5400 Baden/Schweiz
Tel. +41 - 58 585 67 34
Fax +41 - 58 585 28 00
Email university@ch.abb.com

www.abb.com/abbuniversity
(click on Switzerland)