
COURSE DESCRIPTION

CHW108 – Intercultural Communication with Nordic Business Partners

Course goal

In this course, you learn about history, politics, religion and economics and their relevance to current business relations with your business partner of the other culture (Sweden, Finland, Denmark or Norway).

Main learning objectives

Upon completion of the course, you will be able to

- describe the concept of culture and its impact on our perception, behaviour and communication
- observe Nordic business cultures and learn about differences and similarities
- communicate effectively and work successfully with Nordic business partners.

- General business etiquettes and customs
- Verbal communication: Do we really understand each other? Same word but different notions; direct vs. indirect communication; expressive vs. instrumental communication; humor, irony and sarcasm in business communications; conflict resolution
- Non-verbal communication: Body language and the meaning of silence

Participant profile

Employees dealing directly with Nordic business partners (from Sweden, Finland, Denmark or Norway).

Course type

This is a face-to-face class room training with min. 9 and max. 12 participants.

Prerequisites

Function according to "Participant profile" and open to accept and adapt to people from diverse cultural backgrounds.

Learning methods and tools

The workshop will include short lectures, discussions, small group work, interactive exercises using authentic and up-to-date case studies and relevant critical incidents.

Laptop or tablet is required to have access to the e-documentation. Please bring your own device.

Topics

- How does culture affect our perception, behavior and communication?
- What do Nordic countries have in common and where do they differ from each other?
- Overview of the geography, history and politics and how they have shaped the country's culture
- Key cultural concepts: Equality, egalitarianism, socialistic individualism, the Law of Jante, lagom, sisu, hygge
- Nordic business cultures: Hierarchy vs. equality, time management, motivation, meetings

Duration

1 day