

Course: International Business Etiquette

1. Initial situation: the requirements concerning communication with other people become more and more complex

The requirements and expectations within the social surroundings are very complex – within international and intercultural contacts they become increasingly unclear and challenging.

The image of a person as well as a company or organization is significantly coined by a correct, but nevertheless natural behavior. Competent and exemplary, authentic social graces are crucial for a success.

It is essential to know the basic rules within communication with other people, in diverse social and hierarchical tiers, in diverse surroundings, at diverse occasions, and to apply them in a situatively matching way.

Contemporary social graces and a polite, competent style increase acceptance and show a professional, confident conduct.

2. Participants: People who wish to enhance their communication skills

According occasion, environment, participating persons and situative impacts it is essential being able to know and use – intuitively in the right way – the basic forms of decency and the contemporary, applicable manners.

Preparations for stays abroad, formal receptions, guests from other cultures: these are only a few examples where uncertainties occur about which manners or behavior is expected and appropriate on a large scale, but also in specific, potentially unanticipated situations.

3. Aims

The participants enlarge and optimize their knowledge and experience in order to feel at ease in their behavior and manners, to be sure of oneself as well as tactful towards others even in difficult settings. The own self-assurance is increasing as in challenging situations one may rely on learned knowledge as well as on a proven and reliable intuition.

4. Contents

The focal points are set depending on the duration and the objectives of the clients and participants. The course may take a **half day** (intensive course with a few most important emphases), **one day** (standard course with extensive bases, practice oriented examples and tutorials) or **two days** (detailed overall view as well as individual focal points including individual and group works).

Based on exercises and tutorials the theoretical knowledge is transformed and applied, the self-assuredness increases, numerous situations get well known as well as unacquainted and unattended situations are prepared for an immediate intuitive, correct and authentic acting.

- Basics of courteousness and respect.
- Composing invitations, appropriate reactions.
- Gifts, business cards.
- Welcoming and introducing, sequence, forms of greeting, titles, firstnames.
- Contemporary manners.
- Punctuality, dealing with rudeness.
- Small Talk as icebreaker, taboos.
- Dresscode daytime and for the evening, cloathing and jewels, hairstyle, accessories.
- Body language.
- Managing critical situations without losing face.
- Table manners, eating culture.
- Tips, handling claims.
- And much more.

5. Course instructors

- Carola von Gleichenstein
Umgangsformen heute, Wilen (Sarnen)

Studies in pedagogics und arts, having lived in Germany, Canada and Switzerland, she was Vice President of a first-class hotels in Canada where she lead human resources with focal point intercultural communication and etiquette. In Switzerland she founded and managed a private international language school. Participating at countless social events like press proms, formal receptions and gala events in companies, culture and politics she is at home in social life at a high level.

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- Thomas Baumer
CICB Center of Intercultural Competence, Kloten

Founder and chairman of "CICB Center of Intercultural Competence". Besides his activities with CICB he is director at A+O Career Group (Assessment, Outplacement, Coaching, International Assignment) and has teaching assignments at universities and administration schools. He is the author of "Handbook Intercultural Competence" (2 volumes; Orell Füssli Publishers, Zürich; in German language – the translation into English is planned). On business-related and private trips he visited over 80 countries so far.