



victory cross culture consulting®

„Achieve a **70%** higher success rate in your expansion to Eastern Europe through intercultural preparation and local professional trainings in CEE.“



kult.SEMINAR.s 2013



Herzlich Willkommen! Welcome! Здравствуйте!

When your company expands into the economically growing countries of Eastern Europe and the CIS, intercultural know-how is a clear starting advantage. A new statistical evaluation has shown that almost 70 % of foreign companies' failures can be attributed to insufficient knowledge of the business culture of the expansion country and only 30 % is due to deficient planning.

The expansion of western companies into Eastern Europe puts managers, personal responsibility and employees at the forefront of great intercultural challenges. Interest and knowledge regarding other value orientations as well as respect for the social customs of the foreign business partners are important conditions for cross-border communication and a successful expansion.

As you know, we thoroughly prepare you for your internationalization in general and country-specific business seminars and in intercultural business seminars that are tailored to your company's requirements. We also raise your awareness of intercultural competence, which is crucial to business abroad.

Local management trainings in Eastern Europe from a single source! (page 20)

We do not only offer intercultural know-how but also management trainings (distribution, leadership, project management etc.) for your Eastern European employees in their mother tongue. In contrast to other providers, we adapt the materials used in our business trainings to the respective countries on an intercultural level.

Additional value at a glance (page 6)

We are continually asked what the true additional value of intercultural training actually is. We have therefore put together a concise overview proving that such an investment will benefit you in any case!

In touch with the latest trends: successful integration into Austrian companies

Since intercultural dialogue is only efficient if it comes from both sides, we do not exclusively focus on eastern Europe but now also offer our "Relocation Training Austria" to foreign colleagues who have just moved to Austria. Moreover, we offer kult.LAND.fokus Austria, which is also designed for people who have lived and worked in Austria for a longer period of time and still want to deepen their knowledge of the intercultural backgrounds of Austrian culture. (page 22)

Embrace diversity - live diversity. For local companies with multicultural teams who want to learn how to profit from the diversity in the team instead of viewing it as a handicap we now offer Diversity Trainings. (page 21)

We especially want to draw your attention to another new offer: **the free intercultural online test** at www.VICCC.at/test. We wish you a good time finding out about your personal intercultural identity.

Since 2010 we are an associate of "ITAP international- Building Human Capability-Globally" in Austria. In accordance with this we now offer one of ITAP's products on the Austrian market: the "Culture in the workplace questionnaire" as a **professional assessment tool** in several languages. **In only 20 minutes** you will be able to learn more about your own attitude towards different cultures. (page 32)

Up to Date: you can now subscribe to our newsletter and receive fascinating information on Eastern Europe and interculturality on a regular basis. www.VICCC.at/newsletter

Last but not least: Since 2011 we are enlarging the range of intercultural events. Why not enjoy an intercultural event with your colleagues at your next management meeting or discussion, such as a cabaret show by an intercultural artist called "Business Etiquette à la russe or Relationship with the Russian Bear", the interactive dialogue "The Rose-Colored Glasses of Culture" and the reading "A foreigner is only foreign in a foreign country" (page 30). Let yourself be astonished!

I am looking forward to welcoming you.

Dr. Viktoriya Zipper
Managing director

NEW!

NEW!

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VICTORY CROSS CULTURE CONSULTING

With an international trainer and partner team (page 10), VICCC offers a broad range of intercultural business trainings that focus on Eastern Europe and the countries of the CIS and gives an overview of the prospects and risks in all eastern European countries as well as the intercultural differences. In this globalized economy, intercultural competence is gaining more and more importance in addition to professional and social competence.

**Intercultural Vision**→ *What do we stand for?*

- V** – Victory by overcoming entry barriers
- I** – Intercultural knowledge as the key to success worldwide
- C** – Chances of success to increase when doing business abroad
- T** – Team- & goal-oriented action in a multicultural environment
- O** – Open discussion about company's current state
- R** – Reduction of prejudices, promotion of diversity
- Y** – Your international victory is our success!

Customers and target groups→ *Who do we train for international success?*

Independent of company structure and size, country of origin, or recent foreign experience – we welcome all customers and their employees who are willing to expand, that are interested in Eastern Europe, want to profit from the positive aspects of globalization with the help of intercultural knowledge and know-how about local business trainings in Eastern Europe.

ADDITIONAL VALUE FOR YOU

70%



MORE

International Success

by showing respect to other cultures

Turnover in Eastern Europe

through knowledge gained about local companies, suppliers, negotiation tactics

Employee Satisfaction

from West- to East European company branches through increased intercultural awareness on both sides

Productivity & Identification with the Company

through successful integration in multicultural teams

LESS

Loss of time

through timely preparations for other markets

Cancelled relocations

through intercultural preparation of the expatriates and their families

Lost orders and financial loss

through knowledge gained about how material values are handled worldwide

Loss of quality

through correct and interculturally adapted implementation of Corporate Mindset

ADDITIONAL VALUE FOR YOU

approx. **1.500**

trainings that have been evaluated as **EXCELLENT** and **VERY GOOD**

% **99,8**

RECOMMENDATION

more than **30**

more than 30 cultures, languages, markets in our programs

a plus of **500.000**

in the annual turnover a VICCC client can achieve owing to VICCC'S local intercultural support in CEE.

your INVESTMENT

from 100 per person

Test us!

We visit you and invite you to join a test training – just ask

Corporate conditions

starting with 1 person in Relocation coaching and groups of min. 6 persons

Credit

Attend an open seminar, then book a company-internal seminar = seminar cost credit

Quiz

Answer the quiz questions and participate in our seminars!

even MORE ADVANTAGES

Test yourself online!

Free: intercultural online test

'Recipe' of your choice

when it comes to kult. FIRM-MIX.s you can choose everything: language, branch or country

Certificate

you will receive an intercultural VICCC certificate after all successfully completed trainings



TRAINERS & OFFER

TRAINER COMPETENCE EASTERN EUROPE

Dr. Viktoriya Zipper, Manager and Trainer

Dr. Zipper has been an active, successful eastern European trainer for nine years. The native Ukrainian has lived in many countries and regions (e.g. Armenia, GDR, Georgia, Belarus, Mongolia, Poland, Russia, Ukraine), studied in Kiev, received her PhD in foreign trade at the Economic University in Vienna and understands people in ten languages. She has lived with her family and worked in Vienna since 2001.



Karola Bolzer
Interkulturelle Ungarn Expertin

Heinz Goldemund
Goldemund Consulting
Trainingspartner Vertrieb

Viktoriya Zipper
Geschäftsführerin VICCC

Rüdiger Tesar
Tesar Consulting
Trainingspartner Führung

Magdalena Baum
Graphik Design

Business trainers, intercultural trainers, training partners

Bolzer K. Hungary | *Leadership*

Birke H. Czech Republik |
Project Management

Liptai B. Hungary | *Distribution*

Kalev K. Bulgaria | *Team building*

Müller S. Baltic States:
Estonia, Lithuania, Latvia |
Negotiation, Presentation

Novak M. Slovenia, Croatia, Serbia,
Macedonia, Bosnia, Montenegro |
Personal Development

Rubatos A. Romania, Hungary |
Project- & Change Management

Fuhrmann A. Romania | *Distribution*

Tubic M. Serbia, Croatia, Southeast Europe |
Distribution, Leadership

Walentynowicz R. Poland | *Leadership*

Zipper V. Ukraine, Russia | *Leadership*

The VICCC-trainer team

Our team is multicultural and is comprised of certified intercultural business trainers (e.g. through Cultural Navigator or Cultural Detective) with solid economic know-how from their own experience and qualified local business trainers in Eastern Europe. They are all multilingual, have lived, studied, and worked in eastern European countries and bring a medley of diverse specialized knowledge and industry experience. References to these experienced trainers can be found from Vienna, Prague to Moscow.

Are you interested and want to know more about our experts? Just contact us at – seminar@viccc.at. You can choose your own expert for internal company seminars!

Educational EVALUATION

For clients:

99,8% Recommendation

approx. 1500 participants have evaluated us as “excellent” or “very good”

A reference list that speaks for itself – page 35

From participants to participants:

“I enjoyed the seminar very much, especially because you always illustrated the various issues by showing the deeper issues behind!”

“In due form: In deep admiration I thank you for last week’s seminar”

„The most usefull part was the practical information of daily life in Ukraine and assesment to test the own cultural awareness in comparison to the culture of a relocation country. Everything was covered in a very good way“

„Links and background of history with today’s life was very interesting. Surviving tips for daily living were the most important“

„Local life style, day-to-day logistics, cultural model helped me a lot for integration in a new country“

“All cultures are different although all cultures have the same importance”

“Very informative. All that was learned can be well used when working with foreign colleagues”

“A must for employees of all internationally acting companies. A seminar of high level”

„“The 10-dimension culture model and multicultural role playing are highly recommended”

“It is always useful to organize intercultural events to have an understanding of multicultural teams”

Let yourself be convinced of the effect and importance of our intercultural trainings when it comes to cross-border activities. Make an appointment for a **non-binding intercultural test training** at seminar@viccc.at

kult.TEST.s

Want to find out how well you know your own cultural identity?

We have devised an intercultural test which helps you discover your own intercultural backgrounds and to reflect on them.

Every culture embraces certain cultural standards which we have divided into six cultural dimensions, based on scientific models. So you cannot only compare your home culture with other cultural standards but also learn how well you do when it comes to meeting people from other cultures.

“Raised awareness of your own cultural identity makes it easier for you to interpret statements and types of behavior in a culturally foreign environment. In these times of globalised economy, intercultural competence is becoming more and more important.”

(Zipper, Viktoriya 2009)

You can now complete our intercultural test online at www.VICCC.at/test and receive your results via email.

For a detailed evaluation and further explanations contact the VICCC team at seminar@viccc.at. Our intercultural seminars give your further opportunities for intercultural training. The following test will astonish you. Enjoy!

The image shows two screenshots of the VICCC Intercultural Test. The left screenshot displays the test questions, and the right screenshot displays the test results.

VICCC Intercultureller Test

Wählen Sie eine der für Sie am ehesten zutreffenden Antwort und markieren Sie diese als Lösung:

I. Veränderung bedeutet für mich

<input type="radio"/> A	Ich bringe auf meine Arbeit wertvolle Einflüsse ein.	Ich bringe auf meine Arbeit wertvolle Einflüsse ein.
<input type="radio"/> B	Ich bin der Meinung, dass Zusammen- und Rügen notwendig ist, um weiter zu kommen.	Ich bin der Meinung, dass Zusammen- und Rügen notwendig ist, um weiter zu kommen.
<input type="radio"/> C	Ich habe wenig Verständnis für Menschen, die sich jeden Tag verändern.	Ich verstehe mich selbst.
<input type="radio"/> D	Ich bin der Meinung, dass langfristige Pläne wichtig sind.	Ich bin der Meinung, dass Flexibilität wichtig ist.
<input type="radio"/> E	Bei jeder Handlung versuche ich das Beste vom Besten zu machen.	Ich komme mir selbst und anderen gut.

Ihr Testergebnis - VICCC interkultureller Test

I. Veränderung bedeutet für mich

Ihre Punkte: **2/5**

2 bis 3 Punkte – Mittlerer Bedarf nach Veränderung von Gleichheit

Die sind überzeugt, dass die Unschönheit, die die Zukunft mit sich bringt, in vielen Situationen eliminiert werden kann. Menschen gehen die Regeln an und lassen sich auf Regeln ein, aber nur wenn sie glauben, dass es sich lohnt für die Zukunft. Die verfügen über eine gewisse Flexibilität, sind aber unter Umständen auch durch ihre angestrebten Ziele von Regeln gebunden, selbst wenn dies eine gewisse Flexibilität erfordert. Sie glauben an Regeln und Gesetze und versuchen diese durchzusetzen, wenn aber eine Person dies nicht an sich selbst anwenden kann, werden sie eher zu Regeln als Regeln. Sie haben keine Angst vor anderen, sind tolerant und versuchen, sich an die Unschönheit zu gewöhnen. Sie gehen gerne an die Arbeit, wenn sie sich selbst und anderen gut tun können. Sie sind offen für neue Ideen und sind bereit, wenn sie sich selbst und anderen gut tun können, sind sie bereit, neue Ideen zu akzeptieren.

Wählen Ihre Kultur:

Wählen Sie Ihre Kultur:

- Österreich
- Deutschland
- andere
- kein Programm und Test ist nicht

VICCC - CROSS Culture QUIZ part 2

This is (not) a culture shock:

Answer the following quiz questions and win your participation in our intercultural seminars! Do you know what Russian businessmen pay special attention to, what Estonian hosts will give you when saying good-bye, and in what order a Pole writes down his/her name? Well then, what are you waiting for...

1. When assessing their business partners, Russian businessmen will pay special attention to their...

- purse and other leather products
- shoes
- clothing
- electronic devices

2. When saying good-bye, a traditional Estonian host will give his guest...

- a bouquet of flowers
- a card saying "thank you for your visit"
- food left-overs

3. When a Pole is asked to sign with his name, in what order will he do it?

- company name, first name
- family name, first name
- first name, company name

4. Kyrgyzes prefer silver jewellery because....

- the color of silver is so similar to white
- silver keeps bad luck away, according to popular belief
- the color white brings you luck
- all of the above answers are correct

5. What can be the reason why someone from Central Asia only pours very little tea in your cup?

- he wants you to leave as soon as possible
- tea is generally scarce and carefully distributed
- each sip you take should be as hot as possible

*Minimum number of participants in open seminars is 6.

The best transmittals will win 10 seminar places

Get some intercultural impulses now! Multilingualism, profound knowledge of Eastern Europe and intercultural competence are our trademark!

And this is pure (inter-) culture:

The best transmittals (with correct answers) will win 10 seminar places. Choose one of our open seminar dates beforehand! First in time, first in line. seminar@viccc.at



OFFER

OFFER

What do we offer?

With our versatile intercultural preparation we support you in your wish to expand into Eastern Europe or to further build existing business relationships. Our educational offer is clear and built modularly. It is tailor-made for you – *and includes the building blocks for your international success.*

OPEN SEMINARS

Our open intercultural seminars on Eastern Europe will take place in and around Vienna and, for the first time, our open business trainings will also take place abroad.

Our open seminars are optimally suitable for furthering the international competence of individuals or employees of your company. The exchange of experience with participants from other expanding companies brings more advantages. The trainer also goes over the topics that were brought up in the preliminary survey.

You have the CHOICE between the following open seminars:

- new!** • kult.BASIC.s + Advanced! page 20
- new!** • kult.DIVERs.city page 21
- new!** • kult.LAND.fokus + Austria page 22
- kult.RELO.cation + Austria page 23
- kult.SPECIAL.s page 24

All seminar dates can be found on the following pages.

INTERNAL SEMINARS

We put together tailor-made team trainings, intercultural company events, and presentations about Eastern Europe, all based on your specialized requirements, as well as providing coaching on location.

You can choose:

- new!** • kult.LECTION.s page 29
- kult.COACH.s page 29
- kult.EVENT.s page 30
- Profi Assessment page 32

Naturally, you can also request open seminar topics for your internal company trainings. We can advise you and make a special arrangement on request.

PUBLICATIONS

- kult.GUIDE.s page 31

SEMINAR CALENDAR – open dates

kult.LAND.fokus

Country specific intercultural business seminars (one or two days)

Successful business in Austria and Eastern & Southeastern Europe and the CIS

Poland **March 30th**

CIS and Baltic countries **June 7th + 8th**

Czech Republic & Slovakia **September 28th**

Hungary **October 13th**

Southeastern Europe:
Bulgaria, Romania, Serbia **December 1st + 2nd**

kult.BASIC.s + Advanced!

Intercultural evening workshops (4 – 7.30 pm)

Awareness of intercultural competence

Intercultural competence **March 17th**

Intercultural competence Advanced **September 9th**

kult.DIVERs.city

Diversity Management **November 10th**

kult.SPECIAL.s

Intercultural Management special topics (two days with 2 trainers)

Goal-oriented Leadership:
Intercultural Success Factors in Ukraine **May 19th + 20th**

Goal-oriented Distribution:
Intercultural Success Factors in Russia **November 22th + 23th**

kult.RELO.cation

Relocation Austria **October 20th**

Place: Vienna and surrounding area

Open seminars take place on our premises in 1010 Vienna or, in the case of two day events, in very nice seminar hotels. You will receive the exact address with your confirmation.

Prices and terms are on the backside. **All seminars** can also be booked internally.

Registration and last availabilities at:

www.VICCC.at/seminare



OPEN SEMINARS

Length: Evening workshop
4 - 7.30 pm

Investment: €290,-/ per person
(incl. documents excl. tax)

Dates	Place	Trainer
17.03.	Vienna	Zipper
or		
09.09.	Vienna	Zipper

kult.BASIC.s + ADVANCED

Introduction and awareness of one's own intercultural competence

GOAL: *Optimal preparation for the country specific seminar as well as for specials*

Our basic workshop prepares you for encounters with persons from different cultures without focusing on a particular country. Here, one's own encounters with foreign cultures are highlighted. With a sharpened awareness of your own cultural character, you can learn how to act and present yourself in a foreign cultural area. You will learn how to successfully manage critical intercultural situations in foreign countries as well as at home. The contents are directly applicable because of our practical methods: the core of the training includes increasing awareness of cultural differences as a basis for practical competence.

TARGET GROUP

Employees of international companies and persons who want to learn about their own cultural character and who want to have confidence in dealing with foreign cultures (either in a private setting or in the work place).

SEMINAR CONTENTS

- What is culture/understanding and realization of culture
- Cultural dimensions and cultural standards: model and self-assessment
- Pitfalls of one's own understanding and dealing with prejudices
- The feeling of insecurity and dealing with foreign cultural partners
- The difficulty of understanding and interpreting strange behavior
- The challenge of making clear decisions in insecure situations
- Dealing with cultural rules

METHODS

Professional input, discussions, group work, role playing, self-assessment, analysis of case studies, establishment of an individual action plan

COMPLETION

VICCC-Certificate – Intercultural competence

new! kult.BASIC.s + ADVANCED!
1 or 2 days!

Your benefit > the credit voucher

When you (or one of your employees) attend one of our open seminars and book a company internal group training within the next 6 months, you will not only receive a special company price, but your seminar fee will be deducted from the price as well.

kult.DIVERs.city

Diversity Management

GOAL: *Understanding and using diversity and multiculturalism as an enrichment*

Our newly developed Diversity Training helps you understand your personal experience with social and cultural diversity in private life, at the workplace and in public life. Awareness will be raised and sensitivity for differences (such as gender, age, culture, religion, world view, national and social background, physical and mental abilities) will be enhanced. Recurring (social, institutional, individual) ways of perceiving and assessing other people can be detected. In doing so, we discover the differences and commonalities of different groups and learn to use the common ground to reach out to each other and accept the differences. This training will show you the limits of your own tolerance and make you perceive the cooperation with people who are "different" as something enriching.

TARGET GROUP

Employees of companies with "mixed" and multicultural teams as well as individuals who want to learn to comprehend diversity in private life, at the workplace and in public life as an enrichment.

SEMINAR CONTENTS

- Viewing diversity as an enrichment
- Awareness-raising regarding the limits of one's own tolerance
- Learning about the differences between people regarding language, traditions, social institutions, typical behavior, values, religious views, moral views etc.
- Detecting differences and commonalities between different groups
- Learning to use commonalities for communication and to accept the differences
- Building empathy
- Accepting the experience of the foreign
- Becoming aware of one's own intercultural limits of tolerance

METHODS

Trainer input, keynote presentations, group work, guided discussions, individual reflexion, guided exchange of experience, presentations

COMPLETION

VICCC-Certificate – Basic Intercultural Competence

Length: Evening workshop
4 - 7.30 pm

Investment: €290,-/ per person
(incl. documents excl. tax)

Dates	Place	Trainer
11.11.	Vienna	Zipper

kult.LAND.fokus

Building of successful business relationships in Austria as well as in Eastern and Southeastern Europe and CIS

GOAL: *Correctly interpreting country-specific background information regarding business- & everyday culture and using it successfully*

In all cultures, especially in the realm of business, there is an etiquette, knowledge and mastery of which greatly determine business success. An employee from Bulgaria says "yes," but negatively shakes his head. Russian colleagues come into the office "overdressed" and give each other flowers. These and other gestures can bewilder western Europeans and can cause misunderstandings in business handlings. The question is not who or what is better or worse, but rather how we should deal with these differences, because there are many ways to reach common goals in business relationships.

TARGET GROUP

Departments and leadership staff of internationally active companies, including export managers, country managers, project manager CEE, owners and employees of companies that want to expand into Eastern Europe and CIS, as well as those involved with business partners or projects in these regions.

SEMINAR CONTENT

- Intercultural differences/separating and connecting
- Current developments in the economy and politics
- Dealings with authorities, companies, employees
- Building and maintaining relationships
- One's own understanding of foreigners
- Typical do's and don't's
- Authorities, hierarchies, and decision making process
- Prestige thinking and status symbols
- Useful contact addresses etc.

METHODS

Country specific trainer input, culture analysis and simulations, group discussions, case examples from experience

COMPLETION

VICCC-Certificate – Intercultural country competence

Length: 1 or 2 days from
9am – 5pm

Investment: one day €490,-/per person
two day €890,-/ per person
(incl. documents excl. tax)

Country	Dates
Poland	30.03.
CIS (Russia, Ukraine, Kazakstan, Belarus) & Baltic countries	07.06. + 08.06.
Czech Republic & Slovakia	28.09.
Hungary	13.10.
Southeastern Europe (Bulgaria, Romania, Serbia...)	01.12. + 02.12.

Place: Vienna & surrounding area
Trainer: Our trainer and country experts on page 10

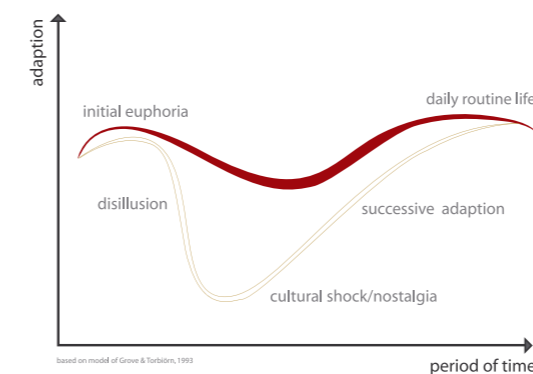
new! Austria Training!

kult.RELO.cation

Relocation Coaching for Austria and all other countries CEC, Southeast Europe, CIS, Baltic states

GOAL: *successful integration while staying abroad*

Cultural adoption curve



with intercultural training
without intercultural training

new country and prepares you for daily life and business on the spot. We also offer optimal support through our repatriation training for those individuals returning from an extended stay in a foreign country.

TARGET GROUP

Individuals (e.g. expatriates) and their families who move back and forth between Western and Eastern Europe, and colleagues from Eastern European offices that will take over new positions in Western Europe.

SEMINAR CONTENT

- Awareness of one's own cultural character
- Comparison of your cultural character to your home country and the new country based on the 10 dimensions
- Dealing with culture shock
- Strategies for successful contact building
- Concrete tips for daily life and working on location

METHODS

Trainer-input, country information, cultural navigator test, coaching, role playing

COMPLETION

VICCC-Certificate – Intercultural country competence

Length: 9 am – 5 pm

Investment: €490,-/ per person
(incl. documents excl. tax)

Language: English

Dates	Place	Trainer
20.10	Vienna	Zipper

new! Relocation Austria!

Choose your country for Relocation coaching on our map (on the back cover)!

Length: 2 days from
9 am – 5 pm

Investment: €980,-/ per person
(incl. documents excl. tax)

Dates	Place	Trainer
May 19 th + 20 th	Kiev	e.g. Zipper, Tesar

kult.SPECIAL.s

Goal-oriented Leadership: Intercultural Success Factors in Ukraine

GOAL: *Proper transregional leadership with intercultural competence*

We do not use ready-made concepts in our business trainings for East European company branches but adapt the most important issues (leadership, distribution, project management etc.) to the customs of the respective countries. Interculturally designed business trainings, in the best case held in the mother tongue, will bring you considerably more additional value than “standardized” business trainings.

To what extent are successful leadership activities from one’s homeland also applicable and successful in foreign countries? Does the cooperative-collegial leadership style of the west also lead to positive results in the post-socialist countries? How do the differences between the strongly hierarchical ways of thinking and the “Top-down approach” of eastern European employees and the non-hierarchical views of western European executives manifest themselves in successful international teamwork? Is the rule “Control is better” correct, or can one, as an executive, rely on “Trust is good”? The seminar will deal with this and other questions of successful leadership and supports the local management in switching step by step from traditional local leadership to Corporate Leadership.

TARGET GROUP

This seminar is aimed mainly at persons in leadership roles, and provides solid background knowledge for current and future business relations between “western thinking” leaders and managers, and employees from eastern European branches.

SEMINAR CONTENT

- Recognize differences in leadership style
- Dealing with hierarchical thinking
- Clear role distribution: Executives/Employees
- Initiative vs. promotion of responsibility take over
- Improvement of communication
- Establish synergies between results and the relationship orientation of two cultures
- Strategies for dealing with differences

METHODS

Trainer input, discussion, group work, role playing, self-assessment, analyses of case studies, establishment of an individual action plan

COMPLETION

VICCC-Certificate – Intercultural executive competence

kult.SPECIAL.s

Goal-oriented Distribution: Intercultural Success Factors in Russia

GOAL: *Increase sales with intercultural knowledge*

In company-internal trainings, country specials (see map on the back of the cover) can be combined with a range of business topics of interest. For instance: Distribution in Hungary, Team building in Russia, Project management in Romania etc.

The essential requirements for cross-border activities: not to adapt or compromise at all costs, but to use the different potentials to a maximum. The idea is to achieve synergy between cultures and thereby successfully establish the company on the new market. Measure distribution correctly, target customers, and build a customer base interculturally at a faster, more successful and more sustainable level. The most important factors in achieving successful export to eastern Europe and essential intercultural sale factors will be taught in this seminar.

TARGET GROUP

This seminar is aimed predominantly at sales professionals, export and area managers responsible for the CEE area - those that stand before the challenge of “Eastern Europe” - and offers solid background knowledge for existing and future business relationships between western efficiency and conclusion oriented selling approaches and eastern European customers as well as employees in local offices.

SEMINAR CONTENT

- Positioning of the product in the eastern European market
- How do I find the right salesperson and why can’t I find any commercial agents
- Foreign trade employees’ motivation and leadership
- How do I negotiate with local customers
- What to be aware of when entering into business with the state
- How to handle corruption, if encountered
- The relationship orientation of the eastern Europeans compared to the objectivity and conclusion orientation of the western Europeans

METHODS

Trainer input, discussion, group work, role playing, self-assessment, analysis of case studies, establishment of an individual action plan

COMPLETION

VICCC-Certificate – Intercultural decision making

Length: 2 days from
9 am – 5 pm

Investment: €980,-/ per person
(incl. documents excl. tax)

Dates	Place	Trainer
22.11 + 23.11	Moscow	e.g. Zipper, Goldmund

Your extra: Top notch trainers who...

- master their fields
- adapt them interculturally to the respective countries
- do trainings in English, German and also in your employees’ mother tongue

Choose topics for your business trainings in CEE here:

- Leadership and team building
- Project management
- HR and Diversity Management
- Marketing, distribution, presentation techniques
- Conflict management
- Negotiations

new! Local business trainings:
Eastern Europe from one source!
Interculturally adapted to
the respective countries & in the
mother tongue



INTERNAL SEMINARS

OPTIONS:

- Assessment
- Educational mode
- Level of knowledge
- Sector focus
- Duration
- Group size
- Country focus
- Management Tools
- Language
- Place

kult.FIRM-MIX.s**Company specific, custom-made seminars**

→ Put together a program of seminars, events and presentations based on your requirements

Not only can our open seminars be booked internally, as an In-house offer at home and in foreign countries, but we are also now offering a special Culture-Mix seminar.

Based on your requirements and wishes we will devise a custom-made training concept that is tailored to your individual extent of internationalisation and brings along individualisation and cross-border team building effects in a multicultural context.

A meaningful method

- First contact & offer,
- Preliminary survey to understand goals and expectations,
- Interactive training that meets your specifications,
- Satisfaction evaluation and final discussion

Select your country (or countries), your language, and other extras for the training!

Internal company trainings can not only be booked in German, English and Russian, but in all (eastern) European languages! Whether you need Bulgarian, Polish, Romanian, Slovenian, Czech, Ukrainian, Hungarian or Belarus, with timely forewarning we can put together a classical or a unique program for any of our target countries, from eastern and southeastern Europe, to the CIS area, the Baltic, or central Asia.

Grants

We will help you minimize the costs of your intercultural continuing education efforts (e.g. "Go International" and WAFF support intercultural continuing education in your headoffice and also in eastern European company branches with up to 10 000 Euro per company and year). These are major plusses for your expansion.

We will help you use them to your advantage.

10 000 Euro grant

for intercultural training measures in your company. We can help you use them to your advantage!

kult.LECTION.s

You can also invite our presenters to your events. We are happy to organize for you an intercultural competent and charismatic expert on Eastern Europe who gives insights into current international issues and can also consider and represent your particular sector of business. Convince yourself by reading our references on page 35.

kult.COACH.s**Coaching as implementation assurance**

In many areas, having a professional coach accompany you in daily work is useful in implementing sustained changes. Your trainer is thus making their expertise available to you even after the seminar. You can book a personal coach for a follow-up day for the whole team, or you can book an individualized coach.

Company price

With a minimum of 6 persons, you receive a reduced price.

Try us!

We come to you and lead a one or two hour sample training with you and your team.



kult.EVENT.s

Outdoor or adventure events with an intercultural design

Internationally active companies need cross-border training experiences. Imagine an exquisite company trip to Kiev, paired with an outdoor team training or a multicultural company theater outing in Vienna for employees of your western & eastern European offices. We can organize such events for you and guarantee that these events will be unforgettable (for both western and eastern Europeans) as well as bring people together and be highly instructive for your team.

Be it the intercultural cabaret "Business Etiquette à la russe or Relationship with the Russian Bear", the interactive dialogue "The Rose-Colored Glasses of Culture" or the reading "A foreigner is only foreign in a foreign country" (page 30). Let yourself be taken to a world of different cultures by our events. You will experience the diversity of cultural differences LIVE! You will be astonished!



kult.GUIDE.s new!

Our company-internal publications have received excellent references and motivated us to present this innovation to all our company customers in printed form: professionally prepared intercultural information can now be received in pamphlet format!

Our kult.GUIDE.s include country specific insights and helpful suggestions regarding people and mentality, particularities of business culture, tips for integration & dealing with culture shock and much more. But best of all, you determine where the main focus lies: the kult.GUIDE.s may deal with a country or a whole region, a specific industry or industry neutral information, and can be made available in one or more languages. They can also be customized as to which management tools should be involved.

The kult.GUIDE.s will be made according to your intercultural requirements as well as your wishes and are especially good for large companies with a high amount of cross-border employee activity. This product is also a wonderful supplement to the intercultural knowledge acquired in our seminars and works marvelously as a refresher for information learned in our seminars.

Provide yourself with an intercultural competitive advantage – multilingualism, intercultural competence and eastern European knowledge are a part of our trademark!



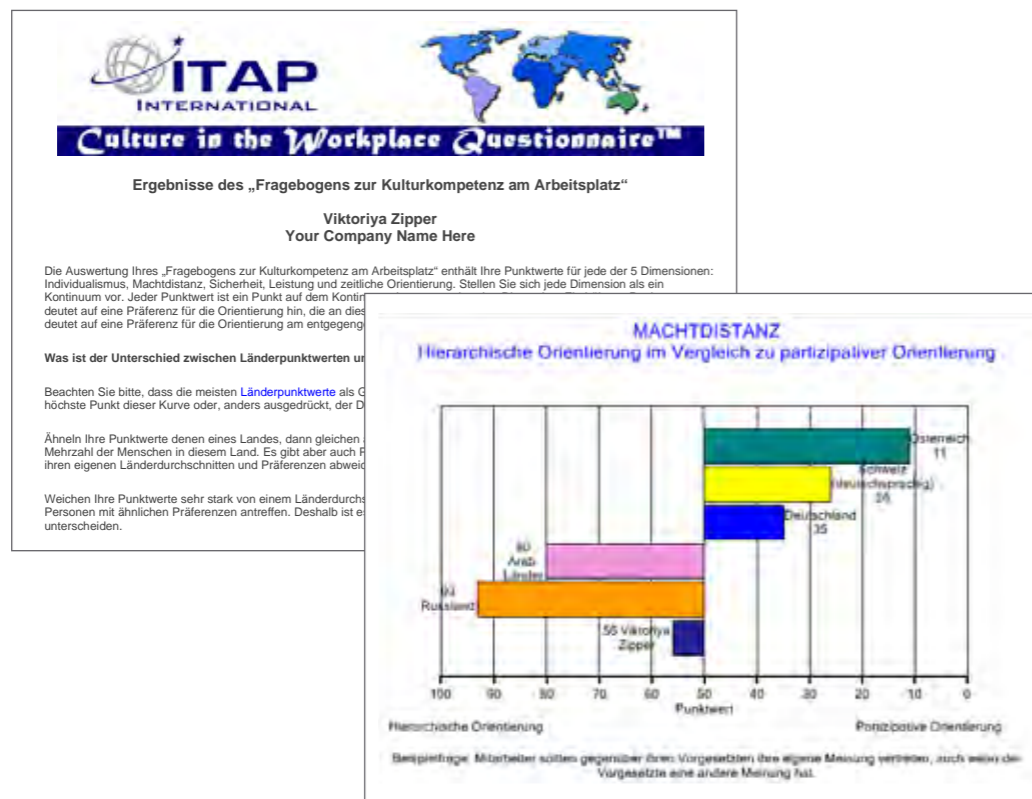
More than 30 countries to choose from!

Your investment:
100 Euros per employee

Professional assessment in only 10-20 minutes!

Included in the Relocation Coaching, or as required:
In addition, we recommend a personal intercultural analysis based on a model by Geert Hofstede – ITAP "Culture in the workplace questionnaire".

The personal assessment takes 10-20 minutes and is processed online. The results are visible only for you, can be viewed immediately and clearly show your own cultural identity, the differing preferences compared to the expansion countries and provides you with a practical guide on how to deal with cultural gaps in a confident way. Of course, our trainer will support you in interpreting the results.



REFERENCES – convince yourself!

- Austrian International Consultants
- ARGE – export planning and advice Vienna
- Baier Lambert law firm
- Bank Austria credit institute Ukraine
- Bayer Cropscience
- Berlitz Austria, Germany, Belgium, USA
- EUROBILLA
- Businesswomen's Forum Austria-Russia
- Business Circle
- Charly Mode & DoubleXX
- Dimoco
- DIGI Real
- Eberspächer
- Fitness Revue Ukraine
- FH Krems
- Fortis Netherlands
- FOWI – research institute for MOE rights
- Gina Drews Design
- Gottschligg
- International Chamber of Commerce
- Johnson & Johnson
- JUST Ladders & Scaffolds
- Maierhofer-Electric
- Mondi Paper
- Raiffeisen Informatics
- Raiffeisen country bank Lower Austria – Vienna
- Rustler Ukraine & Rustler Slovakia
- Salkom Law Firm Ukraine
- Schmied AG
- Schneider Electric
- Schubert & Franzke
- Sun Paradise Ukraine
- City of Sudak, peninsula of Krym, Ukraine
- City of Vienna
- STRABAG
- TGW
- Vienna Business School
- Economic Society of Vienna/Lower Austria
- WKO Carinthia

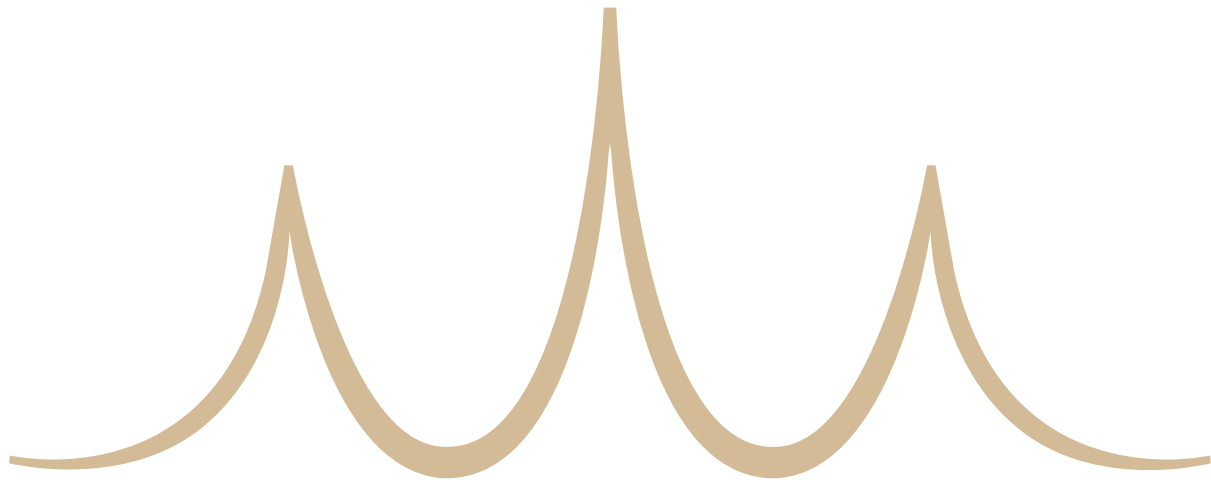
- WU Vienna
- UEFA
- UNIQA Real Estate

Is your name missing? We will be proud to count your company among our customers and look forward to working together in the future.

IMPRINT

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„victoriously bridging cultures“

We propose bridges for you –
between cultures, markets and beyond

What do we offer?

We support you in your desire to expand to Eastern Europe through export advice, intercultural education, local support and on-site accompaniment in the eastern European countries. Our offer is clear, modularly built, and custom-made for you – *the building blocks of your international success.*

What are our core markets and where can you expand with us >>>

When?

Learn more about intercultural competence! Our currently offered seminars & dates can be found at our seminar shop at www.VICCC.at/wann

What happens next?

All the details of our offers regarding expanding to Eastern Europe, international teams, booking orders and much more can be found at:



www.VICCC.at

