

A two-day course on  
**Intercultural Skills in Business of Technology**  
May 23-24, 2018

**Purpose**

Ensure best possible business results through significantly enhanced competence in communication, team leadership, negotiation and trust-building across cultures.

**Why?**

Four critical issues that drive the need and urgency to participate in this course:

1. How much money do we lose through lack of sensitivity to cultural issues?
2. How often do we work in culturally dispersed teams whose members have different values, behaviour and ways of communicating?
3. Do we really understand our own personal cultural profile and how our behaviour can be perceived by people from another cultural context?
4. Despite the current nationalistic tendencies in global politics, business will still be more and more global and intercultural business interaction will rather increase and be the norm than the contrary.

**How?**

Lectures in combination with breakout sessions, case studies, role-plays and simulations, to anchor the message into the participants' own realities. Use of the unique learner-centred Cross-Cultural Dialogue Mat.

Assessment of personal cultural profile prior to the course.

All lectures, discussions and documentation will be in English.

**This is for you with a senior role in a technology-based B2B business:**

- Who work in culturally-diverse teams, or need to persuade, negotiate, lead and build trust across cultures.
- Who need to understand global markets in all their complexity, and need simple tools to make sense of it all.
- Who are a competent expert in your specific field, but find yourself frustrated when things don't work the same way as at home - with people you understand and whose basic values and ways of working are pretty much like your own.

**Lecturer**

*Michael Gates,*  
Vice Chairman Richard Lewis Communications, Associate Fellow Said Business School, Oxford will train and inspire you.

**Excerpts from evaluations from similar sessions on this topic:**

- *I must say that the training has truly been a game-changer*
- *Really interactive, very well-organized and well-balanced!*
- *Insightful! Entertaining. Score 5+ (out of 5)*

## From the content:

- What culture is, and how and why it impacts business
- Values and communication
- Cultural horizons: a simple model for finding common ground
- Linear-, multi- and reactive cultural types and how to deal with them
- The group profile based on online pre-session assessments
- Communicating and managing persuasively across cultures
- Research-based rules for high-performing diverse teams
- Game theory and cross-cultural negotiation: the maths behind better results
- Leading in a culturally-agile way across cultures
- Trust variations across cultures
- Some real-life case studies where using culture strategically was a game-changer

## When?

**May 23-24, 2018**

09:00-18:00 on Wednesday May 23,  
08:00-17:00 on Thursday May 24.

## Where?

At the Skogshem & Wijk conference centre,  
Lidingö (outside Stockholm), Sweden  
[www.skogshem-wijk.com](http://www.skogshem-wijk.com)

## Course leader

*Anders Holmström,*  
Program Director at  
KTH Executive School



## Fee

SEK 25 000 (excl. VAT) which includes  
documentation, lunches and coffees.

## Application

Please fill in your application  
on [www.kthexecutiveschool.se](http://www.kthexecutiveschool.se).

## Further information?

Please contact Anders Holmström at  
[anders.holmstrom@es.kth.se](mailto:anders.holmstrom@es.kth.se) or  
+46(0)8 790 96 95

## Small print

The course will only start if we have received  
applications from at least 15 participants by  
April 24, 2018.

The course fee will be invoiced as soon as the  
group has reached 15 participants.

Accommodation is not included in the price, but  
we have made a group booking – so if you need  
a room we will book one for you. Then you will  
pay the conference centre on site.

## KTH Executive School

KTH Executive School addresses technology-  
based enterprises' needs in the specific know  
how, broadened perspectives, as well as the  
inspiration required to excel in developing  
and implementing new businesses, new  
strategies and new ways of operating.

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and largest university of technology in  
Sweden.