



**KTH EXECUTIVE
SCHOOL**

A two-day Executive Course in

Intercultural Skills in Business of Technology



Course in Intercultural Skills in Business of Technology

Ensure best possible business results in an intercultural business environment

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. 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.
3. How often do we work in culturally dispersed teams whose members have different values, behaviour and ways of communicating?
4. Do we really understand our own personal cultural profile and how our behaviour can be perceived by people from another cultural context? Not addressing that is by the way the most common trap to fall in.

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

*"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)"*



Excerpts from evaluations from similar sessions on this topic.

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.

Who will I learn from?

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

Anders Holmström, Program Director at KTH Executive School.

For whom?

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

Where?

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

Small print

The course will only start if we have received applications from at least 15 participants. 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.

Application

Please fill in your application on www.kthexecutiveschool.se

Fee

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

Further information?

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

About KTH Executive School



Why

To develop and implement new businesses, new strategies and new ways to operate, are some of the most important and demanding undertakings for senior managers, officers and other key people in technology-based enterprises. It is demanding, partly because the new businesses, new strategies and new ways to operate must be in line with the properties of the core technologies and technology systems applied.

Likewise must the characteristics of the industry and the business environment, with its political, economic, sociological and environmental change drivers be taken into account. Drivers now manifested in an accelerated development and deployment of new technologies, in new geopolitical realities and in commanding sustainability objectives.

What

KTH Executive School delivers the know-how, the broadened perspectives and the inspiration to these senior managers, officers and other key people in order to help them to excel in these important and demanding undertakings.

How

The know-how, the broadened perspectives and the inspiration is delivered through development opportunities, such as:

- Open-enrolment programs, where each program is designed for a selected group of similar industries, all sharing the same business logic
- In-company programs, designed for a specific company
- Open-enrolment courses
- In-company courses, designed for a specific company
- Round table groups with highly-qualified participants addressing critical challenges and opportunities they have in common. The process is supported by an action-based learning model and by input from academics and orchestrated by trained facilitators.

KTH Executive School
Lindstedtsvägen 30, plan 5Ö
100 44 Stockholm

www.kthexecutiveschool.se