

Credit Suisse Business School
Level I: Foundations of USA Business

Title: Enhancing Organizational Effectiveness among Swiss and North Americans

Purpose: Acquire methods and skills to manage relationships with US peers and subordinates

Target Group: IT managers who work together with North Americans

Objectives:

Identify differences, as well as similarities, in Swiss and US business culture
Develop communication and management skills to work effectively with Americans

Contents:

Cultural stereotypes and generalizations
Business values and fundamentals: Similarities and differences
Specific issues and challenges when working together
Tools and techniques to improve performance among Swiss and Americans
Do's and don'ts to bridge the cultural gap

Methods: Group exercises, Trainer inputs, mini-case studies, discussion

Length: 1 day

Moderator: Enid Kopper, Consultant and Trainer

Participants: 8 - 14 CS managers who work with North Americans

Languages: English (German as back up)

Collateral: Handout materials, including check lists

Dates: tbd

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Specific contents

Culture & Stereotypes:

Short explanation of culture and definition of stereotypes

Business values and fundamentals:

Key cultural dimensions: survey and discussion
Comparative business values
Approaches to doing business
Differences in process

Communication tools and styles:

Verbal and non-verbal communication
Motivation and accurate interpretation
Meetings and Presentations
Telephone, conference calls and email
Differences in CH/USA style, focus and topics

Issues and challenges:

Management, leadership and hierarchy
Motivation

Tools and techniques for...

Interviewing: do's and don'ts
Exercise: mini-case studies in small groups

Do's and don'ts checklist

Decision making, feedback, planning, problem-solving, teamwork, competing information flow, business etiquette, conflict solving, recognition, etc.