

## GAINING COMPETITIVE EDGE FROM CULTURAL COMPETENCE



The Wall Street Journal about Richard D. Lewis' **When Cultures Collide:**  
*«An authoritative roadmap to navigating  
the world's economy.»*

- When:** 4. October 2010, 13:30 until 19:30 hrs
- Where:** SIB Schweizerisches Institut für Betriebsökonomie, Lagerstrasse 5, 8021 Zurich
- Speakers:** **Richard D. Lewis and Michael Gates, Directors of Richard Lewis Communications, leading experts and authors of widely respected publications in the field of cultural awareness ([www.crossculture.com](http://www.crossculture.com))**
- Target Audience:** People from the upper and middle management who
- > are involved in developing new markets and/or setting up companies abroad
  - > develop new markets abroad
  - > want to increase performance and efficiency of multicultural teams
  - > want to better understand customers and suppliers abroad
  - > regularly face intercultural challenges and want to deal with them more effectively
- Seminar Contents:**
- > Why is cultural awareness important for business?
  - > Values and communication
  - > Stereotyping and cultural horizons
  - > Human mental programming
  - > Business communication exercise
  - > The Lewis Model of Culture
  - > Communication patterns across cultures
  - > 5 rules for winning multicultural teams
- Break out Sessions:**
1. Critical cultural factors in successfully implementing a business strategy abroad
  2. International recruitment – the cultural dimension

**Podium:** Moderated by Hugo Bigi, TeleZüri and Senior Lecturer HWZ  
> Connie Voigt, Founder and Managing Director, Interculturalcenter.com Ltd.  
> Laszlo Szepesvary, Director Key Commodities, Alstom  
> Richard D. Lewis and Michael Gates

**Cost:** CHF 480 (CHF 420 for members of cooperation partners) including  
> Access to the full version of [www.cultureactive.com](http://www.cultureactive.com) for online assessments  
> A reference book "When Cultures Collide" by Richard D. Lewis  
> Seminar download  
> Multicultural apéro riche

**Seminar Details:**

13:30 – 13:40	Welcome, Dr. Daniel C. Schmid, SIB and Max Wey, Boa Lingua
13:40 – 15:30	Speech by Richard D. Lewis and Michael Gates, RLC
15:30 – 15:45	Short break
15:45 – 16:15	Break out session 1
16:20 – 16:50	Break out session 2
17:00 – 18:15	Podium discussion, moderated by Hugo Bigi of TeleZüri
18:15 – 19:30	Multicultural apéro riche

**Registration:** By 10. September 2010 at the latest.  
Cancellations up to 4 weeks prior to the seminar are free, thereafter there is a cancellation fee of CHF 180. If unable to attend you can of course send a replacement person at no extra cost.

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**Cooperation Partners:**



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**Registration for the Seminar**

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- > Click the following link for online registration: [www.sib.ch/cultural-competence](http://www.sib.ch/cultural-competence)  
or
- > open the following PDF form for registration via fax: [www.businessclass.ch/registration\\_culture](http://www.businessclass.ch/registration_culture)

**Further Information:**

- > If you cannot attend the event but would like further information about cultural trainings abroad please open the following PDF: [www.businessclass.ch/cultural\\_training](http://www.businessclass.ch/cultural_training)
- > If you cannot attend the event but would like further information about other seminars of SIB please click the following link: [www.sib.ch/seminare](http://www.sib.ch/seminare)