

ENTER▶CULTURE

Win the difference.

# COURSES



# ABOUT ENTER▶CULTURE

**ENTERCULTURE** is a training and consulting company.

We help organizations and individuals to succeed in their collaboration by developing global competencies: effective cross-cultural and virtual collaboration and resilience in times of change. In our offer you will find a full range of learning solutions, tools and services to make your people thrive and grow in VUCA-world.

You can choose from our off the shelf courses and workshops or opt for a custom-made solution.

We love to see how people improve their ability to collaborate effectively across cultures enjoying diversity.



## Fit for purpose

We are focused on results and flexible to adjust learning solutions to your needs and expected outcome.



## Inspiring and fun

We love what we do and share our expertise and passion to encourage development.



## Practical

We translate vast cutting – edge knowledge to concrete behaviours and development steps.

# COURSES

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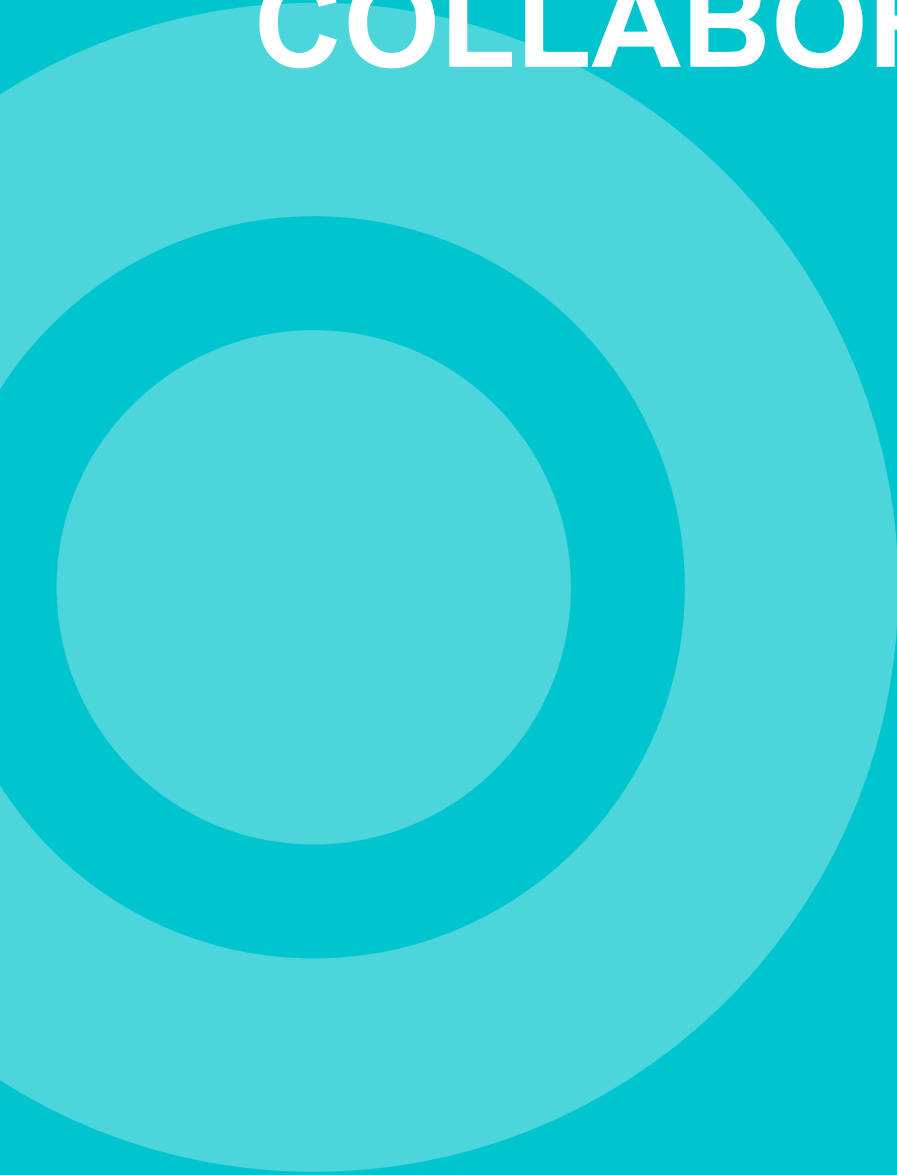
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# MULTINATIONAL COLLABORATION





# Effective international collaboration **LEVEL 1**

## About the course

International collaboration has become the reality of a modern workplace. This course gives learners the skills they need to collaborate effectively with colleagues, clients or partners from cultures other than their own.

Participants gain a better understanding of the diversity of communication- and work style preferences across countries and learn about effective collaboration strategies in a multinational environment.

It helps them to develop an understanding for their international partners, avoid misunderstandings in cooperation, build trust and good relationships.

## Content

- Natural and obvious? Is there a universal business culture?
- Diversity of work- and communication styles across countries
- Discovering own work style preferences
- Understanding other work styles. Selected topics, such as: direct and indirect communication, feedback style, leadership style, planning and scheduling, expressing disagreement, building trust and relationships, persuading
- How to minimize misunderstandings?
- Stereotypes and generalizations. Harmful or helpful?
- Getting things done across cultures - effective collaboration strategies
- Facts-Interpretations-Evaluations, framing and other strategies
- Dealing with language differences
- Developing flexibility, managing uncertainty and other competencies that help to thrive in a multicultural environment

## Practical details

**TIME:** 1 day

**METHOD:** interactive workshop for the group/team  
on-line or off-line

**NO OF PARTICIPANTS:** 6-16

**CUSTOMIZATION:** available



# Mastering international collaboration **LEVEL 2**

## About the course

Let your people embrace the diversity of workstyles! This course is based on critical incidents - brief descriptions of situations in which a misunderstanding, problem, or conflict arises as a result of the cultural differences.

During this course participants learn to identify cultural differences that might have contributed to their particular challenges. They not only discover their own response patterns, biases and assumptions, but also expand their flexibility in how they approach colleagues, partners or clients with diverse work- and communication styles.

## Content

- Participants share intercultural stories from their workplace, choose behaviours and reflect over their response patterns
- Cultural dimensions – practical examples of how cultural dimensions are reflected in our work collaboration
- What really happened? – cases and critical incidents in which the same situation is told by different people who participated in the situation and report what happened from their perspective
- „In their shoes” – participants read a story and try to retell it from a different perspective
- Role play representing various workstyles and expectations; participants evaluate various behaviours based on how helpful they are and seek for alternative ways to respond
- How to keep on developing our cross-cultural competencies? Tips for better knowledge retention, utilizing and improving skills

## Practical details

**TIME:** 1 day

**METHOD:** interactive workshop for the group/team  
on-line or off-line

**NO OF PARTICIPANTS:** 6-16

**CUSTOMIZATION:** available



# Leading multinational teams **LEVEL 3**

## About the course

The key is understanding a diverse team's uniqueness with its needs, challenges and opportunities. During this course you will learn how diverse teams collaborate and what the best practices are for leading them.

You will also have a chance to reflect on your own leadership style, and how it can be utilized for successful leading of diverse employees.

## Content

- Challenges and benefits of diverse teams
- Myths and scientific facts: Are diverse teams really more effective? Why otherness may be an issue?
- Personal and professional growth versus conflicting workstyles and communication barriers
- How biases can impact collaboration and leadership in diverse environments and how to avoid it
- Practices to foster an effective and enjoyable collaboration in diverse teams
- How to integrate different perspectives and benefit from diversity of thought
- Self-awareness – my role as a leader, my behaviour patterns, my habits. How can they impact my team? What are my strengths? How can I use them to support my people?
- My focus – choosing individual focus areas for successful leadership

## Practical details

**TIME:** 1 day

**METHOD:** interactive workshop for the group/team  
on-line or off-line

**NO OF PARTICIPANTS:** 6-16

**CUSTOMIZATION:** available



# Collaboration workshops for multinational teams and projects

## Why?

Employees of international companies are increasingly challenged to collaborate successfully with people from a variety of countries and cultures, virtually and face-to-face. Complex projects often involve collaborative partnerships between different teams and organisations.

When a new collaborative group has been established you need to quickly get a shared understanding of each other and of your common goals. Shared ways of working need to be discussed and agreed upon. Spending time on developing your team, bringing people together, building trust and understanding, and agreeing on common goals is essential for your success.

If your team has been working for a while and it is not functioning well enough, the project is put at risk. You need to agree on a constructive way forward, rebuild trust, communication and productivity.

Whether a newly established team or a team in crisis: we can help you in making the people from very different communities find a common ground. We encourage dialogue so that views are voiced and heard respectfully. We provide structure to joint problem-solving and open up thinking of possibilities.

## Topics

- The impact of culture on work life, self-perception and the perception of others
- Communication styles and their influence on international project work: intentions, possible misinterpretations and misunderstanding
- Culture specific behaviours in project work (sense of time, know-how transfer, decision processes, motivation)
- Specific challenges in virtual communication and best practices
- Giving and receiving feedback in multicultural teams
- Comparing expectations of team members in international projects and team work
- Demands and expectations on project leaders and managers
- How to behave in challenging situations and in conflict
- Global and local culture
- The meaning of trust in international collaboration





# **RELOCATION & INTERNATIONAL ASSIGNMENTS**



# Intercultural Readiness Check

## About the tool

What are your strengths when communicating with people internationally?  
What are your potential pitfalls?

Intercultural competencies can be trained and developed! The Intercultural Readiness Check (IRC) is a powerful internationally recognized tool for measuring intercultural competencies and improving your intercultural effectiveness.

Individuals receive personal feedback on what they do well, what they should pay attention to and suggestions for development. This is followed by a developmental coaching session.

If you collaborate with multiple nationalities at your workplace, IRC insights will be highly useful.

Use IRC for individual development or team interventions.

## Content

- Four competencies that matter in intercultural contacts
- How to develop intercultural sensitivity?
- How to increase one's flexibility?
- How to deal with complexity and uncertainty?
- How to benefit from the diversity?
- My strengths and potential pitfalls
- How to use my strengths at the current workplace?
- How to further train and develop intercultural competencies?
- What actions shall I take right away?

## Practical details

**TIME:** 2 hours

**METHOD:** On-line test followed by a feedback session and coaching. Participant receives a detailed report with developmental guidelines

**NO OF PARTICIPANTS:** individual session

**OPTIONS:** Group analysis for teams, organization-wide needs assessment for training design and/or effectiveness evaluation

# Relocation coaching

## About the course

Why do some relocations fail? Smooth adaptation requires more than new housing and practical arrangements.

Relocation coaching is offered to employees moving to a new country. It helps employees to swiftly adapt to living in a new place and to get a better understanding of the local business culture and leadership style.

It lowers stress, builds confidence and helps to develop personal strategies to thrive in the new environment.

## Content

- Cultural awareness
  - Impact of culture
  - Diverse work- and communication style preferences
  - Stereotypes
- Introduction to the culture of a specific country
  - Key values
  - Living practicalities
  - Business culture
  - Leadership style
- My cultural profile
- How to adapt to living in a new country? Best practices
- Developing effective collaboration strategies
- Exploring new approaches and growing intercultural competencies

## Practical details

**TIME:** 6 - 12 hours (depending on the package)

**METHOD:** individual sessions (on-line or off-line)

# Country-specific courses

## About the courses

Country-specific courses provide useful and up-to-date knowledge about 'how business is done' in a given country you are working with.

Whether you collaborate with a company subsidiary, enter a new market with your goods or services, start a joint venture project, it is critical to understand your colleagues, partners or clients to avoid costly mistakes and reach your goals.

Our country-specific courses provide you with country insights, practical tips and hints, and strategies for a smooth collaboration that takes the difference between your home culture and target culture into account.

Whether you are interested in Asia, Europe, the Americas, or the Middle East, together with our country experts, we can enhance your understanding of the country or region in question and share best practice for building sustainable business relationships.

## Content

- Key values
- Business culture – how business is conducted, workstyle and communication preferences. Selected topics, e.g. holding presentations, negotiations, planning, meeting culture, building trust and relationships, work-life balance etc.
- Leadership style (expectations for leaders and team members, decision making hierarchies, goal setting, feedback style, supervision, performance evaluation etc.)
- Effective collaboration strategies
- Effective ways to build trust and relationships
- How to detect and minimise specific cultural pitfalls and recognise synergy potentials

## Practical details

**TIME:** from 2 hours to 2 days

**METHOD:** off-line or on-line courses for groups, inspirational talks and webinars, workshops, individual sessions



# Polish-Scandinavian collaboration

## Benefit from our expertise

Does your business involve Polish-Scandinavian collaboration? Is your growth strategy related to those markets?

We support you with our profound knowledge of Polish and Scandinavian cultures and our broad experience in supporting collaboration.

We have served various joint venture projects, mergers and acquisitions between Polish and Danish / Norwegian / Swedish companies by providing cultural insights, integration and collaboration workshops as well as intercultural consultancy.

As active members of the Scandinavian-Polish Chamber of Commerce we are serving both small companies and large corporations which plan to expand to new markets.

No matter if you are starting or want to improve your current collaboration, we can provide relevant insights regarding the business culture of your partners and advise on successful collaboration strategies.

We offer our services in English, Polish, Norwegian and Swedish.

# SPECIAL TOPICS



# Leading virtual teams

## About the course

Successful leaders understand that leading virtual teams requires much more than digital fluency! Join our course and develop strategies for yourself and your team, improving productivity, communication, and collaboration. During this course you will learn about the three pillars of effective virtual teams: Connect, Perform, Enjoy and get to know how to build closeness at a distance and develop self-leadership amongst your team members. After this course you will be able to implement practices that will allow you to be an effective leader and successfully manage your remote team!

## Content

- Virtual Collaboration Pillars: Connect-Perform-Enjoy
- Building trust and closeness at a distance
- Digital tools and communication channels
- Impactful meetings - team heartbeat
- Netiquette
- Giving and receiving feedback on-line and why it differs from off-line
- Voicing culture
- Online-Offline Balance
- Shared Leadership & Self-Leadership

## Practical details

**TIME:** 5 weeks

**METHOD:** five weekly online sessions (180 min. each),  
on-the-job activities between sessions

**NO OF PARTICIPANTS:** max.16

# International recruitment

## About the course

Talent professionals increasingly take on regional or global responsibilities recruiting and supporting staff in other parts of the world. International recruitment gives you access to a wider and more diverse pool of candidates.

Recruiters are often challenged to understand and respond to the needs of multicultural candidates and employees.

This course will help managers and professionals to assess their own cultural values and explore how they affect the recruitment, interviewing and selection processes. It will also raise awareness of how culture affects the way candidates communicate throughout the selection process.

This course will improve the participants' ability to respond to the expectations of international candidates, as well as their ability to select the right candidates.

## Content

- Impact of culture on work- and communication styles
- How culture affects recruitment and selection process
- My cultural profile, my work- and communication preferences – how it impacts my recruitment and selection processes
- Recruitment and selection from the intercultural perspective – key challenges and how to overcome them (employer branding, recruitment channels, job adverts - specifications and descriptions, application methods, CV styles, evaluation criteria, behavioural examples during interview, self-presentation style, documents required).
- Cultural dimensions that impact the expectations and performance during the process (time attitudes, presenting style, communication style, hierarchies, expression level, trust etc.)
- Specific challenges related to interviews in a foreign language and remote interviews (telephone or on-line).
- How to benefit from an international pool of candidates in my organization

## Practical details

<b>TIME:</b>	<b>2 days</b>
<b>METHOD:</b>	<b>on-line or off-line</b>
<b>NO OF PARTICIPANTS:</b>	<b>max.10</b>
<b>CUSTOMIZATION:</b>	<b>available</b>
<b>OPTION:</b>	<b>1 day course (practical simulations not included)</b>





# International Sales Presentations

## About the course

Are you selling services or products to clients in different countries?

This course is for you! During the course you will learn about how culture impacts presentation and communication styles, what audiences from various countries expect, how to adjust your presentation style depending on culture, how to interpret audience's response and which techniques work best in an international context.

## Content

- Cultural dimensions and workstyle preferences with emphasis on customer relations and presentations techniques
- Effective presentations – what are the features of a successful presentation?
- What do clients from various countries expect from a presenter?  
How can I adjust my style to their needs?
- What are culture-specific responses of the audience/clients?  
What should I expect from my audience and how to interpret their behaviour?
- Practical exercises, i.e. individual presentations in front of the group, feedback session covering cross-cultural perspective and best practices of impactful presentations

## Practical details

**TIME:** 2 days

**METHOD:** off-line course

**NO OF PARTICIPANTS:** max.10

**CUSTOMIZATION:** available

**OPTIONS:** individual sales presentation coaching,  
on-line training

# Managing uncertainty

## About the course

Modern world is fast-changing, complex and uncertain. Would you like to learn how to deal with it? How to handle prolonged uncertainty, get rid of destructive coping mechanism, regulate stress, maintain energy and optimism?

Join our course! You will have an opportunity to discuss challenges and share best practices, and you will get practical guidance and tools that will help you develop your best individual strategies to improve your well-being and stay calm!

## Content

- How uncertainty impacts our minds and bodies?- uncertainty vicious circle
- Two strategies to handle uncertainty
- How can we learn from our experiences?
- Taking care of our well-being
- Managing energy at work
- Developing a constructive mindset
- Recognizing and utilizing one's strengths
- You are not alone - benefiting from social connection

## Practical details

**TIME:** 1 day

**METHOD:** interactive workshop for the group  
or individual/team coaching, on-line or off-line

**CUSTOMIZATION:** available

**OPTIONS:** individual coaching

# Mediation

## What is mediation?

Mediation is an informal, but structured way of resolving conflicts and disagreements. A mediator is employed to facilitate and assist conflicting parties in reaching a mutually acceptable agreement.

Mediation is facilitated by an impartial mediator – a person who does not take sides. The mediator assists everybody involved in finding a solution they can all agree upon. The process is not about judging who was right or wrong in the past, but it is about agreeing on how to work together in the future.

Cultural differences play an important role in international and intercultural conflicts, resulting in difficulties in communication and mutual understanding between those involved.

A mediator facilitates communication, promotes understanding, assists the parties in identifying their needs and interests, and uses creative problem solving techniques to enable the parties to reach their own agreement.

## Why to use mediation?

Unmanaged conflicts tend to grow and cause a lot of disruption, distraction, financial and emotional cost. They affect productivity, working relationships and morale.

Mediation is a way to mend relationships when there is a disagreement at work and the parties ought to be able to continue collaboration in the future.

In intercultural conflicts it is especially important to not only resolve the factual conflict but also to have the conflicting parties develop a mutual understanding.

It allows new trust to be built up and strengthens the relationship. This provides a new basis for further cooperation.

## Practical details

**TIME:** case-dependent, one meeting approx. 6 hours  
or several meetings

**METHODS:** usually in person, available also on-line

# Leading through change

## About the course

Change processes have been accelerating and many changes take place simultaneously. Change is stressful though, and employees exceedingly suffer from change saturation – just at a time when an organization needs everybody to pull together and give their best efforts.

A key challenge for managers in project coordination and change communication is motivating and engaging employees during times of multi-layered organizational changes and growing uncertainty. Effective leaders must be able to skilfully navigate their people through these multiple changes and shifting priorities. It requires leaders who are not only effective interpersonally, but also able to foster a culture that embraces - rather than resists – continuous change.

In this course, you'll learn how to engage, motivate, and support employees in times of changes, how to communicate changes, deal with resistance and foster a culture open to changes.

## Content

- Psychology of change
- Understanding one's own and others' reactions to changes
- Types of resistance and how to overcome them
- Recognizing and managing employee stress
- Leading change in a complex, multinational and often digital environment
- Cultural challenges in leading change across countries
- Effective approaches to communicating change
- My role as a change leader
- Strategies to engage, motivate, and support employees
- Promoting proactive attitudes and behaviours
- Developing understanding and tolerance for ambiguity and uncertainty
- Fostering a culture open to changes

## Practical details

<b>TIME:</b>	<b>1-2 days</b>
<b>METHOD:</b>	<b>on-line or off-line</b>
<b>NO OF PARTICIPANTS:</b>	<b>max.16</b>



# Diversity & Inclusion at the workplace - various activities

## About the role of D&I activities

Providing ongoing training and reinforcement of desired attitudes and behaviours is a key for long-term results that have impact. We will help you to train, coach and support employees on all levels to build an inclusive workplace. As global research shows, diverse and inclusive organizations have higher innovation levels, lower turnover and higher employee engagement. Despite all this, inclusion is a right thing to do. Do it with us!

## Services

- Inspirational talk: Why diversity? About benefits of D&I at the workplace, both on organizational and individual level
- Inspirational talk: Brain's fault, our choice. About surprising cognitive biases, stereotypes and prejudice and how to deal with them
- Course for Leaders - Inclusive Leadership What leaders say and do makes up to a 70% difference as to whether an individual reports feeling included. And this really matters because the more people feel included, the more they speak up, go the extra mile, and collaborate — all of which ultimately lifts organizational performance.(J.Bourke, A.Titus)
- Training for recruiters to support diversity
- Workshop for employees: Diversity Icebreaker®, certified by DNV as a development tool used in workshops to improve the quality of cooperation and communication worldwide.
- Involve employees – consulting services that support you in building D&I policy in your company
- Happyatwork – instant feedback tool; the easiest tool on the market to measure well-being and levels of stress in your organization, helps you to optimize hybrid work and work in diverse teams by keeping connected and promoting voicing culture.

# OUR CLIENTS





**Contact us and tell us about  
your business' needs!  
We are happy to assist you!**

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