

23rd - 24th April 2012
and
29th - 30th October 2012

➔ Intercultural Training for Specialists and Executives

Doing business in Austria

Austria is located in the middle of Europe, therefore the modern Austrian mentality has been influenced by tendencies from various neighboring countries. Furthermore, Austria has an important strategic location for growing business: many major multinational companies have their Central Eastern European headquarters in this country. Profound understanding of the Austrian value system, reasons behind actions, historical and political background are crucial for success in Austria.



➔ Case study

Jens Johansson, a Swedish national, is appointed as a new Sales Director of a large US pharmaceutical company in Vienna. As usual, he hands over his new business cards to his counterparts during the first meeting. The cards just say: Jens Johansson – Sales. This type of business card is typical for his Swedish

home subsidiary with an egalitarian business culture. Sometime later he notices that his colleagues and business partners are puzzled because they cannot figure out his status within the company. Should Mr. Johansson state his academic titles and his management position on his card in order to conduct business effectively in Austria?

➔ Contents

Our intercultural training course Doing Business in Austria will give you an impression of the cultural, political, historical and economic background of the country. The following list serves as an example of topics that are of significance in any cooperation with Austrian partners, clients and employees and that will be handled in the course depending on the needs of the participants.

- Discussion topics, establishing and maintaining contact
- Approach to work
- Time management
- Hierarchical structures
- Personnel management
- Private life and professional life
- Special aspects of communication (taking part in meetings, performance interviews, conflict management, negotiations etc. using case studies)

Specific recommendations will be given during the training session as well as discussion and optimisation of behavioural strategies that have been used to date.

“The focus on the individual needs of the participants was excellent thanks to the use of questionnaires before the start of the seminar.”

Participant feedback

- Dates:
23th - 24th April 2012
29th - 30th October 2012
9 a.m. - 5 p.m. respectively
- Venue:
Vienna
- Cost per person:
€ 1190,- VAT not included
(Inquire about reduced group rates)
- No. of participants:
3 - 12 persons
(If there will be only one or two applications, we can arrange for you an intensive one day training for the same price.)
- Training language:
English
- Registration will be accepted until:
2nd April 2012
8th October 2012

➔ Objective

The training course is intended to optimise the interaction between the participants and their partners in Austria. The objective is to prevent situations of conflict arising and to utilise the chances and synergy potential offered by cultural plurality.

➔ Trainer

Dr. Rupert Reischl

Rupert Reischl, Doctor of Law (University of Vienna) continued his education in Austria and the USA. For most of his professional career, he was active in leading management positions in international aviation, mainly in the field of Public Relations and Personnel Development.



During his more than 1.000 business trips abroad, he visited about forty African, Asian, American and European countries. Thus, he negotiated or held press conferences in cities such as Tokyo, Peking, Moscow, New York, Johannesburg, Los Angeles and nearly all countries in Western, Central and Eastern Europe. Since 1976 he has been chairman and member of numerous international business organisations, among them intercultural organisations. For more than twenty years, he has been working as a free-lance journalist, an international consultant, a lecturer at a number of universities and a trainer specialising on management and intercultural topics.

He is an expert of the countries of Central, Eastern and Western Europe, the USA, Far East Asia and Southern Africa. Key aspects of his trainings in English and German include intercultural awareness and success, intercultural management and intercultural communication.

➔ About us

ti communication has been carrying out intercultural training programs of the highest standard that are tailored exactly to meet the needs of its international clientele since the year 2000. The outstanding features of our workshops lie in the competence of our trainers and our pragmatic approach, an approach that is adapted to the requirements and wishes of our global clientele. Our training sessions are aligned to the individual needs of the participants and incorporate their actual professional reality and experience.



We manage your specific project from our central office in Regensburg as well as our office in Vienna together with the support of numerous specialists located in many countries worldwide. We co-ordinate the individual training measures and recruit and brief the specialists that are best suited for your measures and who will also carry out your project on your own premises or at any venue of your choice.

We carry out in-house training measures in your own company. We would be glad to send you an offer for one-on-one coaching, seminars, workshops or project support programs.

➔ Contact

ti communication Dr. Fischhof GmbH
Leopold-Rister-Gasse 5/67,
A - 1050 Wien
Tel.: +43 (0) 1 / 545 12 36
Fax: +43 (0) 1 / 545 44 58-77
E-Mail: wien@ticommunication.eu
www.ticommunication.eu

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Gemeinsam für Kinder

ti communication donates to the UNICEF-Program "Schools for Africa" for every training measure it carries out. The donation is received by an orphan as an half-year grant (incl. books, school materials and school uniform), thus allowing him/her to attend a school.