



ti communication  
INTERCULTURAL MANAGEMENT & CONSULTING

# NEWSLETTER

May – August 2017

Information about publication frequency

## ti communication Success Stories

OMICRON electronics GmbH &  
Infineon Technologies AG



### Success Story: OMICRON electronics GmbH

Trainer Andreas Hauser about „Global Leadership“ training for OMICRON electronics GmbH in Sweden

### Success Story: Infineon Technologies AG

An interview with our trainer Angela Kessel for the Infineon eMag series

### ti communication opens up the world for you!

A sampling of our open training courses in 2017





Gerhard Hain  
ti communication Managing Partner

# Dear Readers,

Welcome to the new issue of our newsletter!  
You'll find interesting articles on the  
following topics:

## **ti communication in practice**

Our trainers Andreas Hauser and Angela Kessel talk about their collaboration with OMICRON electronics GmbH and Infineon Technologies AG. Discover more about global leadership in Sweden and country-specific clichés in two very different and fascinating success stories.

## **Plus**

We present a selection of open training courses for the coming months and introduce the new employees in our team.

Happy Reading!

3 Success Story: OMICRON  
electronics GmbH  
Andreas Hauser about „Global  
Leadership“ training in Sweden

---

4 Success Story: Infineon  
Technologies AG  
An interview with Angela Kessel

---

5 ti communication opens up the  
world for you!  
A sampling of our open training courses in  
2017

---

7 Welcome on Board  
Your new contact at ti communication

---

8 Imprint

---



## OMICRON

# „Global Leadership“

## Andreas Hauser about Management Training for OMICRON electronics in Sweden

OMICRON electronics of Klaus, Austria, is renowned as a service provider for innovative test solutions in electrotechnology: 700 employees, 20 branches around the world and business activity in 140 countries make this enterprise from Vorarlberg one of the leading international companies in its sector. English is almost a matter of course as the global corporate language.

One of OMICRON's trademarks is its success beyond cultural borders – and ti communication supports this endeavor: Senior trainer and coach Andreas Hauser has been conducting general and country-specific training for national and international employees since 2012. Since last year, the company has gone a step further, allowing Andreas Hauser to prepare its managers around the world for future internal and external challenges in the area of global leadership.

One of these workshops was conducted in the summer of 2016 in Djurönäset near Stockholm, Sweden. Following a sales and distribution workshop for the regions of Europe and Africa, all participants first enjoyed a half-day intercultural workshop, in which cultural borders were put to the test in short exercises and simulations.

The subsequent 2.5-day global leadership workshop gave participants the chance to actively experience what it means to manage themselves as well as employees in an international work context. In doing so, they were able to rely on their existing wealth of experience with people of various cultural backgrounds.



Andreas Hauser guided them in self-reflection exercises, introducing coaching elements in daily work life and drawing from his own experiences in more than 90 countries in the form of storytelling exercises. OMICRON's leadership principles, established in the workshop, formed the basis of these exercises and established themselves in the minds of the participants as an expansion of the company's general corporate values.

Even the weather showed its best side: Sunny, summer weather on the islands of southern Sweden contributed considerably to a day that participants will remember for a long time! :-)

If you are interested in more success stories of ti communication, you can find additional articles dealing with our expertise at work [here in our blog](#).



# „National clichés“

Senior Trainer Angela Kessel in an interview with the Infineon employee magazine

For years now, ti communication has been working as a partner and provider for intercultural training and coaching for **Infineon Technologies AG**. In order to make its employees aware of available training courses and to show why intercultural training is worthwhile, Infineon is publishing a series of interviews with our trainers in its own employee magazine. The series „Cultures, Communication and Clichés“ addresses the challenges, country-specific clichés and traps of intercultural communication. And it's not always possible to avoid falling back into our own cultural patterns. **ti communication Trainer Angela Kessel** conveys an awareness of this fact and illustrates behavioral patterns using specific examples. Her specialty area: Japan and the topics Communication, Project Management and Hierarchical Systems.

**eMag: Ms. Kessel, what is the objective of your training?**

Angela Kessel: I want the training participants to acquire as much practical knowledge as possible which can be directly tried out and applied in their everyday work activities.

**eMag: What does your training focus on?**

Angela Kessel: I want to make the participants understand that it's neither possible nor necessary to completely avoid errors and unexpected social mistakes. Naturally we always carry our own cultural conditioning with us as well. But this isn't as serious a disadvantage as we often might think. Japanese business partners hardly expect us Europeans to behave „Japanese“. They can be very tolerant in this regard, as long as good intentions and clear effort are evident on our part.

**eMag: What do you find to be particularly important in your training sessions?**

Angela Kessel: It's important to me that we take a lot of time in addition to the main program to discuss participant-specific examples. My objective is less to make general statements about the respective destination culture and more to address the specific participant's working environment.

**eMag: What do you think of national clichés, what do they have to do with your training?**

Angela Kessel: There's no way to escape national clichés. Even those of us who have lived in a foreign country create our own image of the respective culture, which isn't necessarily always accurate. This is often the source of new, personal clichés. It's important to continuously question the reality of these images and to correct them whenever possible.

**eMag: Is there a cliché about Japan that disturbs you?**

Angela Kessel: At my training sessions I often hear that the Japanese can never excuse themselves, because that would mean losing face. This cliché isn't true: It's more the case that the Japanese excuse themselves much too often. Interestingly enough, they often claim that we Germans find excusing ourselves extremely unpleasant.

**eMag: What unexpected social mistakes do you warn about?**

Angela Kessel: Too much spontaneity can sometimes be a bad idea. Someone who isn't quite sure which member of a group of Japanese business partners he or she should greet first might be tempted to take the initiative and approach someone spontaneously. He or she may well end up picking the wrong person, for example the lowest-ranking colleague, who would usually be the last one greeted. Waiting patiently can save the situation. The Japanese partners will present us with the „right“ person by themselves.

**eMag: Is there a cliché about Germany that you would confirm or that you sometimes find true about yourself?**

Read the full article [here](#).  
Find other interesting interviews with **Dorothea Hegner** and **Barbara Geldermann** here.

Author: Valerie Woop



# Our training sampling opens up the world for you!

## A sampling of our open training courses in 2017

In addition to in-house courses, we offer a **selection of open intercultural training courses for individual participants**. In those sessions, too, we stay true to our philosophy of tailoring the training to meet the needs of participants as much as possible – naturally, and all the more, for a single participant as well.

**Our open training courses are the ideal event for your individual training needs as well as those of your employees:**

- Large selection of target cultures, topics, dates and venues around the world.
- Largest possible need- and participant-oriented strategy.
- Simple and convenient execution.
- Planning security through our guarantee that the course will take place, even for a single participant!

Please don't hesitate to contact us for your training requests via [contact@tcommunication.eu](mailto:contact@tcommunication.eu).

## Intercultural Trainings

Trainings & Seminars	Dates	Location	Application Deadline
Intercultural Training <b>Singapore</b> - Business Skills for Specialists and Executives	11. - 12.09.2017	Singapore	14.08.2017
Intercultural Training <b>India</b> - Business Skills for Specialists and Executives	28. - 29.09.2017	Pune	31.08.2017
Intercultural Training <b>Japan</b> - Business Skills for Specialists and Executives	16. - 17.10.2017	Hongkong	18.09.2017
Intercultural Training <b>China</b> - Business Skills for Specialists and Executives	01.11.2017	Los Angeles	04.10.2017

# Intercultural Trainings

Trainings & Seminars	Dates	Location	Application Deadline
Intercultural Training <b>USA</b> - Business Skills for Specialists and Executives	03.11.2017	Denver	06.10.2017
Intercultural Training <b>Germany</b> - Business Skills for Specialists and Executives	10.11.2017	Chicago	13.10.2017
Intercultural Training <b>Germany</b> - Business Skills for Specialists and Executives	13. - 14.11.2017	Bangkok	16.10.2017
Intercultural Training <b>China</b> - Business Skills for Specialists and Executives	16. - 17.11.2017	Hongkong	19.10.2017
Intercultural Training <b>Thailand</b> - Business Skills for Specialists and Executives	20. - 21.11.2017	Bangkok	23.10.2017
Intercultural Training <b>Deutschland</b> - Business Skills for Specialists and Executives	11.-12.12.2017	Hongkong	13.11.2017





# Welcome on board!

## Your new contacts at ti communication

### Maria Campagno

Team Assistant



As of the end of last year, our Regensburg team has expanded its Team Assistance department to include Maria Camagno.

Born in Romania, she grew up and went to school in the Upper Palatinate region of Bavaria. She has also lived in New York occasionally, but was always drawn back to Germany. She has a very interesting and experienced background, from an intercultural perspective, which is why we are very happy that she has left the financial sector to join us.

Dear Maria, we welcome you with open arms! We look forward to continuing our work together!

### Marina Hell

Marketing & Sales Assistant

As of March, Marina has also been newly employed in our Marketing & Sales Team. Effective immediately, she is the new contact person for all things regarding our newsletter.

During her Bachelor studies in Augsburg, Marina specialized in marketing, and parallel to her studies, worked in marketing for a few years at MBA Augsburg and MAN Diesel & Turbo. She moved to Regensburg to pursue her Master's degree at the University of Regensburg. After her recent semester abroad in Zagreb, she came to us. Welcome, dear Marina!



# Thank you for reading our newsletter!

The next issue will be published in September 2017

**Why?** We would like to be more current for you and yet continue to not bombard you with too much information. Instead of issuing the newsletter bimonthly six times a year, starting this year we will only have four scheduled newsletters, one per quarter. In addition, there will be one or two topical newsletters in between. We would love to receive **your feedback** regarding this idea.

Sie möchten unseren Newsletter zukünftig auf Deutsch lesen? **Folgen Sie diesem Link!**



**ti communication**

INTERCULTURAL MANAGEMENT & CONSULTING

Imprint

## ti communication Germany

**ti communication GmbH**

Fröhliche-Türken-Straße 3, 93047 Regensburg, Deutschland

Phone: +49 (0)941 599 38 77 0

Fax: +49 (0)941 599 38 77 55

**regensburg@ticommunication.eu**

## ti communication Austria

**ti communication Dr. Fischhof GmbH**

Leopold-Rister-Gasse 5/67, 1050 Wien, Österreich

Phone: +43 (0)1 545 12 36 0

Fax: +43 (0)1 545 12 36 77

**wien@ticommunication.eu**

## ti communication China

**ti communication China Representative Office**

R407, 71 Xi Suzhou Road, 200041 Shanghai, China

Phone: +86 (0) 21 6381 8852

**shanghai@ticommunication.eu**

## ti communication Switzerland

**ti communication Switzerland Representative Office**

Alsenhalde 1, 8800 Thalwil, Schweiz

Phone: +41 (0)43 443 55 62

Fax: +41 (0)43 443 53 69

**zuerich@ticommunication.eu**



**Editor**

**Marina Hell**

Phone: +49 (0)941 599 38 77 18

Fax: +49 (0)941 599 38 77 55

**marina.hell@ticommunication.eu**

[www.ticommunication.eu](http://www.ticommunication.eu)

