



ti communication
INTERCULTURAL MANAGEMENT & CONSULTING

NEWSLETTER

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Dear Readers,

It's "**World Day for Cultural Diversity**" on May 21. In a year of global political tension, we would like to take the opportunity to examine interculturality from a variety of angles.

The **US presidential race** – our trainer in Denver, Sabine Amend, reports on how the European perspective differs from the American view. With the lecture "**Dream Factory USA**", you can prepare your employees and co-workers internally on the topic of disparities between expectations and reality in the American culture. You can also read a fascinating piece about the idea behind the UNESCO initiative "**World Day for Cultural Diversity**".

A good reason to be pleased: May is also the month when the **Innovation Prize 2015** of the economic publication *Wirtschaftszeitung* will be awarded, for which we are nominated.

Happy Reading!

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What kind of America is this?

Thoughts on the Presidential Campaign



Sabine Amend,
Intercultural Senior Trainer,
Consultant, Coach, and author of this article

With the presidential election approaching, Sabine Amend provides insights into the tense political situation and changes in US society. The unstable sense of the American national identity is especially mirrored in the different reactions of the presidential candidates on subjects like the debt crisis, immigration and unemployment:

- **Blaming globalization**
- **Faulting immigration and standing up for the White Man**
- **Attacking income disparity**

The dynamics of the last decade have created shifting realities for the US society which in turn pose tangible challenges as well as lead to questions regarding identity and the future direction for the country. This alone, though, does not sufficiently explain what we are seeing in the presidential campaigns. Much is rooted in the **political process and climate of recent years**:

The general public in the US is very dissatisfied (70% say so!) with the Federal government, plainly disheartened and cynical after almost six years of politics in Congress characterized by dysfunction and a vitriolic style. Consistently, **legislators have failed to effectively address fundamental issues, such as budgetary plans or immigration reform, in favor of career- and party-egoisms**. Trust of government and in public institutions is at all-time lows. This in turn, is producing a **political culture of low expectations**.

Additionally, the **influence of “big money”**, while not small before, has increased dramatically (enabled by a Supreme Court decision in 2010). Washington D.C. is awash with influence-money from large corporations, interest groups and wealthy

families. Not only does this further undermine traditional American governance strengths such as ethics of public service and pragmatic compromise. In the electorate, this also **reinforces the view that political process is now the playground of the wealthy** – self-serving “haves” who do not care about the majority voiceless “have nots”. This adds to civic apathy (why engage politically, it will not matter anyway) and a sense of impotent frustration.

Jointly, all the above factors make for a problematic time in what used to be the world’s shining democracy. They also make **exaggerated emotional rhetoric (Trump), simple ideologies (Sanders, Cruz) and posturing in opposition to the “political establishment”** – be it in substance (Sanders) or in style (Trump) – sound attractive on this year’s presidential campaign trails. Depending on who will be the party candidates, we may see voter reactions based on emotional hype and on “Who scares me less (Clinton? Cruz?)? – Who do I want to prevent more (Sanders? Trump?)?” calculations. None of it bodes well for governance and political culture.

>> Read the full article here.



Book this lecture!

Dream Factory USA: Expectations vs. Reality

„America, you’ve got it better / Than our old continent. Exult! / ...“ wrote Johann Wolfgang von Goethe as early as 1827, thereby putting into words the way many Europeans saw that desirable place, America. Even today, the USA is still seen as a dream factory and place of one’s dreams. Yet at the same time, America, unlike just about any other country, conjures such emotional rejection in many Europeans. Why is this? **In her lecture "Dream Factory USA: Expectations vs. Reality,"** our **trainer Michelle Cummings-Koether** provides an insight into the particular characteristics of the American culture. This as well as **other lectures** can be booked **at any time of the year at your convenience** for **team or business events** of all kinds. Contact us at contact@tcommunication.eu.



Michelle J. Cummings-Koether was born in the USA and grew up there as well as in Germany. In addition, she has lived for extended periods in Canada and Great Britain. As of 2007, she has served as a senior trainer and consultant in the intercultural realm. In addition, she has successfully completed advanced training as a certified business coach. She studied communications and intercultural communication in the USA and England. Currently, she is working on her doctorate in communications at the University of Salzburg. Michelle J. Cummings-Koether possesses well-founded commercial experience in executive management, customer service and assistance as well as in sales and distribution.

Contents

- Love it, or hate it? Everyone has an opinion!
- "Typical Americans": What does that mean?
- How individual regions characterise the big picture
- A brief statistical overview

Goals

This lecture is intended to provide a short introduction to American culture. By observing typical stereotypes, we will see that our view of Americans is not always realistic. This lecture also serves as an introduction designed to spark interest in training courses focussing on the USA.

Methods

Interactive talk

Target group

Specialists and managers in international companies.

Duration: 45-60 Min.

Cost: Prices available upon request

Further courses and registration [here](#).



It's "World Day for Cultural Diversity" on May 21!

Cultural diversity - a universal human legacy

On May 21, **UNESCO** is celebrating "World Day for Cultural Diversity, for Dialogue and Development," and, in doing so, is once again calling for the preservation of cultural diversity. **ti communication** is also interested in making its mark within the context of this event. By joining the **Charter of Diversity**, we are able to follow the corporate initiative, supported by German Chancellor Angela Merkel, in which the primary goal is to **promote diversity within companies**. The motivation behind these efforts is to define values such as acceptance and appreciation with which to create a corporate culture free from prejudice.

The fact that cultural diversity is a reality, for one, and that it brings to light major areas of friction in this day and age, is something we experience every day. Worldwide networking via new communication paths, international travel routes and the related opening of national markets to create a world domestic market all contribute to the promotion of intercultural contacts and increase awareness for cultural differences.

Especially considering the current political situation, the topic of cultural heterogeneity is causing a commotion. Events from around the world, such as the influx of a number of refugees, have been demonstrating for a while now that **cultural diversity has become a more and more commonplace subject and it is necessary to confront the issue**. However, the current social and political tensions are turning a confluence of various cultural steams into more of a challenge than an enrichment. So what should the world be like in future? Interconnecting and/or coexisting?

The 21st of May, then, is a day intended to remind us once again of the positive values of cultural diversity: With the initiation of the **"World Day for Cultural Diversity"** in November of 2001, the General Assembly of the United Nations intended to increase awareness of cultural diversity and its values. This year, too, **the anniversary will refer to the mosaic of cultural disparity** and draw on UNESCO's Universal Declaration on Cultural Diversity of 2001. The fundamental idea of the event is to motivate nations and civil societies to deepen their understanding of the topic and become open to new perspectives.

**"Cultural diversity is not only an asset to be protected, but moreover a resource to be promoted...including in areas having less to do with culture in a stricter sense."
(German UNESCO Commission, 2010)**

So in this spirit, we also say to UNESCO: Congratulations on the 15th "World Day for Cultural Diversity"!



Practice makes perfect!

A sampling of our open training courses for 2016

Bring cultural diversity into your company!

In connection with the previous article „World Day for Cultural Diversity“ on 21 May 2016, we would also like to invite you to create a barrier-free corporate culture with our open training courses.

In the following, you will find a selection of open training courses for 2016. You can find further country-specific courses as well as detailed information via this [link](#). Or simply ask us directly: contact@tcommunication.eu.

Intercultural Trainings

Trainings & Seminars	Date	Location
Intercultural Training Germany - Business Skills for Specialists and Executives	08. - 09.11.2016	Bangkok
Intercultural Training India - Business Skills for Specialists and Executives	15. - 16.09.2016	Pune
Intercultural Training Singapore - Business Skills for Specialists and Executives	19. - 20.09.2016	Singapore
Intercultural Training Switzerland - Business Skills for Specialists and Executives	29. - 30.09.2016	Zurich
Intercultural Training Thailand - Business Skills for Specialists and Executives	15. - 16.11.2016	Bangkok
Intercultural Training Turkey - Business Skills for Specialists and Executives	07. - 08.09.2016	Istanbul

Innovation Prize 2015 - we are nominated!

The newspaper **Wirtschaftszeitung** honours special ideas such as technical innovations and outstanding services every year. Carolinenhütte GmbH & Co. KG, Maschinenfabrik Reinhausen, PCO AG and Sturm Blechverarbeitung & Systeme GmbH were the first four winners. **ti communication and Hausers Kochlust** are among the 12 nominated enterprises taking part in the Innovation Prize 2015 ceremony in May of 2016. The participants range from craft enterprises to medium-sized companies such as

Bayernhafen GmbH & Co. KG
Licht-Freude.de
Osram Opto Semiconductors GmbH
cts GmbH
VSAT Satellitenkommunikation GmbH
Rädlinger Unternehmensgruppe
Reng Gruppe
Gammel Engineering GmbH
Bäckerei Glaab
Innok Robotics
ZAP Systemkomponenten GmbH & Co. KG



A „Like“ for ti communication!

Join our network online and receive daily news regarding our team, offers, business news and interesting facts from the intercultural world!



Thank you for reading our newsletter!

The next issue will be published in July 2016

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!**



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