

# Working with Austria



## Target audience

Company managers and staff working and dealing with the Austrians



## Prerequisite

No prerequisite



## Objectives

The aim of this seminar is to significantly improve the participants' effectiveness in their professional relationships with the Austrians enabling them to be operational right from the start. At the end of this training, participants will have acquired insights and techniques to:

- Be aware of their own cultural baggage
- Fully understand Austrian context and culture
- Analyse possible situations in which misunderstandings may arise and identify ways of communicating
- Reduce stress and misunderstandings
- Decipher and understand decision-making and negotiation processes



## Added value

- Create your Cultural Profile
- Access to 70 Country Packs
- Pragmatic, fun e-learning
- Interactive method
- Acquire operational tools



## Corporate Training Solutions

Duration: to define.

You wish to organise a specific training course ?

Contact us !

## PROGRAMME OUTLINE

### MODULE 1 : UNDERSTANDING CULTURAL DIFFERENCES

#### 1. Intercultural awareness : the key to success in international business

- Taking stock of one's own cultural baggage
- The basics of effective intercultural management
- Identifying and going beyond cultural stereotypes

#### 2. Key aspects of Austrian culture

- A uniform population despite the country's multi-ethnic past
- The impressive heritage of Austria's glorious yet turbulent history
- A well-rooted catholic tradition
- Federalism and politics
- The educational system

#### 3. The impact of values and behaviour patterns on professional dealings and relationships

- A strong attachment to regional origins
- Private life: a jealously guarded sphere
- A traditional society with a commitment to equality
- Reserve and self-control
- The importance attached to status
- A strictly monochronic approach to time
- A forward-looking and forward-planning mindset

#### 4. The Austrian corporate world

- A hierarchical company structure with clearly identified posts and roles
- An emphasis on productivity and efficiency
- The importance and special characteristics of the trade unions within the corporate environment
- Professional relationships

### MODULE 2 : SUCCEEDING IN WORK WITH THE AUSTRIANS

#### 1. Effective communication with the Austrians

- "Vitamine B(eziehung)" or the hidden power of networks
- Greetings, protocol and formality
- Direct and gestural communication
- The advantage of speaking German in professional situations

#### 2. Adapting your working methods

- Effective management: experience, discipline and leadership
- Building trust and confidence by maintaining a respectful distance
- Decision-making supervised by key staff
- Pitfalls to be avoided

#### 3. Successful meetings and negotiations with Austrians

- Understanding titles and job descriptions
- Making the most of common interests
- Proposing and persevering: showing yourself to be responsive
- Understanding written contracts, their interpretation and implications
- Organising the post-negotiation phase

#### 4. Final handy tips

- Caution, patience and humility
- Protocol and etiquette
- Social standards, gifts, business cards, dress code
- Sensitive subjects: politics, history, religion
- Humour: a double-edged sword