

# Working with Switzerland

## Target audience

Company managers and staff working and dealing with the Swiss

## Prerequisite

No prerequisite

## Objectives

The aim of this seminar is to significantly improve the participants' effectiveness in their professional relationships with the Swiss, 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 Swiss context and culture
- Analyse possible situations in which misunderstandings may arise and identify ways of communicating
- Reduce stress and misunderstandings
- Decipher and understand Swiss decision-making and negotiation processes

## Added value

- Conducted by an intercultural expert consultant
- Decoding the Nomad' Profiler
- Alternating theory and practical exercises
- Access to Digital Learning for 1 year
- Sharing best practices and personalized action plan

## Accessibility

All our training courses are accessible to people with disabilities. Each training project will be the subject of a case study by our teams, in order to adapt the training program.

## 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 Swiss culture

- An alpine confederation of Germanic and Latin cultures
- A tradition of neutrality
- A multilingual state and population
- The migratory factor
- A discreet but highly successful economy

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

- The impact of patriarchal traditions
- An intercultural geographical identity
- A strong attachment to personal origins and dialects
- Freedom and a respect for others
- Pride and self assurance
- Middle class and rural values

#### 4. The Swiss corporate world

- A harmonious corporate and business environment
- The predominance of inspection and quality criteria
- The role of the Swiss cantonal and federal authorities
- Professional relationships

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

#### 1. Effective communication with the Swiss

- A respect for private life
- The vital role of politeness and etiquette
- Understanding unspoken communication and deciphering implicit messages
- Dealing with dialects

#### 2. Adapting your working methods

- Effective management: expertise, professionalism and discretion
- Promoting Unity Through Diversity
- Respect for autonomy and independence
- Consulting, listening and sharing
- Consensus and joint decision-making
- Pitfalls to be avoided

#### 3. Successful meetings and negotiations with the Swiss

- The quest for harmony
- Establishing your credibility
- Punctuality, discipline and precision
- 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