

# Working with Ukraine



## Target audience

Company managers and staff working and dealing with the Ukrainians



## Prerequisite

No prerequisite



## Objectives

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

- A Slavic nation on Europe's border
- The Soviet heritage
- A multiethnic population
- A fragile political status quo
- The Bread Basket of Europe, today in the throes of reconstruction

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

- Family and relationships: the importance of private and home life in the Ukraine
- The Ukrainian woman as a social heroine
- Individual and national pride
- The importance attached to appearances
- A flexible and adaptable approach to time
- The importance of education and status

#### 4. The Ukrainian corporate world

- The persistence of Soviet traditions
- Concerted decision making
- An urgent quest for productivity
- Professional relationships

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

#### 1. Effective communication with the Ukrainians

- Formality and politeness
- A reserved communication style
- The importance of non-verbal communication
- The circulation of information. Networking
- Ukrainian, Russian and language for business

#### 2. Adapting your working methods

- Effective management: flexibility, charisma and adaptability
- Building loyalty by socialising
- Establishing your credibility by asserting your leadership
- Taking decisions, explaining them and carrying out supervision
- Dealing with touchy or sensitive people
- Pitfalls to be avoided

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

- Giving relationships that personal touch
- Building trust and confidence
- Identifying decision-makers
- Anticipating unforeseen events
- Written contracts, their interpretation and implications
- Organising the post-negotiation phase

#### 4. Final handy tips

- Caution, patience and humility
- Protocol and etiquette
- Sensitive subjects: politics, history, religion
- Humour: a double-edged sword