Sina Lingua®
Cross-Cultural Management

Open Course on September 24, 2026 from 9 a.m. to 5 p.m.

Germany for Impats & Spouses
Live-Online-Training

In this seminar you will learn how to adapt to German life and your new working environment. Using role plays and case studies as well as your personal experiences, we will try out how to put the best of your own and the German culture into practice at your workplace or with German friends.

Topics

- Stereotypes and perceptions: What do Germans think of us?
- Patterns of German society
- Communication with German colleagues and business
- partners
- Dealing with conflicts
- Leadership and project and teamwork
- Everyday life in Germany

Methods

In this interactive seminar, we will use role-plays, case studies, videos and discuss. It is especially designed for international specialists and executive staff who work in Germany and would like to prepare or reflect projects in Germany.

Spouses or partners are very welcome.

Optionally, this seminar can be held in another language (e.g. Chinese, Japanese, Russian, Spanish, Portuguese) and with another trainer if all participants prefer the alternative.

Guaranteed to take place for 3 or more participants!

Katrin holds a doctorate in cultural studies and works at SinaLingua as an expert in global, intercultural management. She spent a long time abroad conducting intensive research. She has been conducting intercultural management training courses with a wide range of focuses for more than 20 years.

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Concept of the training

Our live-online training will help you to better understand the German business mentality, discuss stereotypes about Germans and people from your country, and will provide you with tips and tricks to do successful business with Germans. You will receive answers to the following questions, among others:

Why are Germans often not available when you need them?
Why are Germans not very flexible?
Why are Germans often not "business minded"?
Why do Germans always think of disadvantages, risks and dangers first?
Why do Germans attach so much importance to structure?
Why do they always put their finger in the wound?
Why are they not considerate of saving face?
How do I get along with Germans in daily life?
How can I make friends with Germans?

Agenda

9:00 a.m. - 12:30 p.m. Incl. break

Introduction and welcome
- Participants' expectations and introduction of program
- Goals and limits of a cross-cultural training

Intercultural competence
- Basic concepts of culture
- The influence of culture on perception and behaviour
- Stereotypes and intercultural misunderstandings
- Perception of self and others

German values and attitudes
- German cultural standards
- Business values and attitudes in the workplace
- Task orientation
- Reflecting your own values

Lunch 12:30 p.m. – 1:30 p.m.

1:30 p.m. - 5:00 p.m. Incl. break

Communicating successfully with Germans

- Communication styles
- Meeting and greeting
- Building trust with Germans
- Feedback and conflict management
- Do Germans have a sense of humour?

Management styles and teamwork in Germany

- Leadership styles and working with colleagues
- Finding solutions
- Quality and time management
- Project management

Expatriate life in Germany

- Managing daily life in Germany
- How to deal with a possible culture shock
- Transport, sightseeing in Germany
- Shopping, food
- Eating out in restaurants
- Networks, social life, leisure time

Wrap-up, developing strategies for living and working in Germany

- Learnings
- Personal goals and strategies
- Seminar evaluation

Conditions

Price and included service

EUR 790,- net plus 19% VAT p.p.

The price includes the live-online seminar, seminar documents and a certificate of attendance.

Number of participants

The number of participants is 3 to 10 people. Registrations are considered in the order of registration.

Registration deadline / cancellation

Please register bindingly until 3 weeks before the seminar date.

In case of cancellation 13-7 days before the start of the seminar, 80% of the seminar fees will be charged and thereafter or in case of no-show the full seminar fees will be charged. The nomination of a substitute participant is possible at any time.

In case of insufficient registrations, illness of the speaker, force majeure or similar, we reserve the right to postpone or cancel the seminar. We will inform you immediately about any changes and refund the participation fee without delay.

In-house courses

We also offer all seminars as in-house seminars. Please contact us for an individual offer.

Register via E-Mail

Course: Germany LOT 1

Course date: September 24, 2026
from 9:00 a.m. to 5 p.m.

Participant: _____

Company: _____

Department: _____

Adress: _____

Telephone: _____

E-Mail: _____

Billings adress (if different):

_____

_____

_____

How did you get to know about this seminar?

_____

Your contact with SinaLingua

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