
COURSE DESCRIPTION

CHW056 – Intercultural Communication with Russian Business Partners

Course goal

In this course, participants learn about history, politics, religion, and economics and their relevance to current business relations with their business partners of the other culture.

Main learning objectives

- to get an overview about Russia's geography, economics and culture
- to gain insights into the typical characteristics of Russian companies and management and how they are linked to Russian history, society and culture
- to understand general business practices, customs and etiquette in order to work together successfully with Russian partners
- to promote efficient communication with Russian business partners
- to identify the key factors that influence business relations and business development between Russians and West- Europeans

Participant profile

Technical and managerial staff dealing with Russian customers and business partners (incl. internal ABB contacts).

Prerequisites

Function according to "Participant profile" and the ability to recognize, accept, and adapt to cultural diversity. Sufficient English skills.

Topics

- Back to geography: where is the border of Europe?
- Why Russia is "Ten countries" and "Moscow is not Russia" ?
- A brief history of Russia; social structures and culture
- Cross-cultural awareness. Stereotypes between Russians and West-Europeans: How do we perceive each other?
- Environment & characteristics of Russian Companies & Management
- Russian business practices and customs. Specific issues and challenges when working together with Russians: Networking & communications as business success factors.
- Where can we develop synergies? What are the obstacles?
- Critical incidents: mini-case studies of business interactions

Course type

This is a face-to-face class room training with min. 8 and max. 12 participants.

Learning methods and tools

Presentations; interactive workshop including practical examples, group discussions, simulations, participants' questions and experiences, trainer inputs.

Laptop or tablet is required to have access to the e-documentation. Please bring your own device.

Duration

1 day