

**Example of integrated Seminar 1: Creating an innovative corporate culture**

❖ One day

Core areas:

- ✓ **Communication,**
- ✓ **Corporate culture**
- ✓ **Decision making**

Content:

- Perception and transition of emotions
  - *How do we understand the emotions of others?*
  - *How can we minimize the misunderstandings?*
- What is Communication?
  - *How do we usually communicate?*
  - *What are the barriers in effective communication?*
  - *Choosing the best communication channel*
- Modern manager's decision making: From traditional individual and group decision making to resolving dilemmas
  - *How individual decision happens*
  - *How we should make decisions*
  - *Introduction to Group behaviors concepts*
  - *Advantages and limits of group decision making*
- Introduction to cross-cultural management
  - *Between countries, companies and departments*
  - *Deciphering the layers of cultures*
- Consequences on the corporate culture
  - *What is corporate culture?*
  - *Where your corporate culture stands, where is it heading to?*
- Communicating between departments with different culture
  - *Ex: finance people are behaving differently than marketing people,*
  - *Programmers are strange people in the eyes of the sales people, why?*
- Typical dilemmas of modern companies, with reconciliation proposals
  - *International growth Vs. local spread*
  - *Innovation Vs. Cost reduction*
  - *Economies of scale Vs. Economies of scope*
- Influence in Communication
  - *How to run a meeting,*
  - *Should we collaborate with our colleagues or enhance competition for higher sales,*
  - *Cult of secrecy Vs. faith in transparency*
- Influences in Human Resource Management
  - *How do we assess employees,*
  - *How do we conduct recruitment interviews, etc*
  - *Do we promote the achievers or favor the promising employees, etc*
- Influences in Leadership
  - *Delegating or controlling,*
  - *Inspiring or ignoring other's ideas, etc*
  - *Leadership style: becoming corporate servant*