

## Example of integrated Seminar 2: How to successfully work together in Russia? A Cross-cultural approach.

### Content:

- Russian and Foreign cultural patterns regarding business relationships:
  - What is the traditional corporate culture of Russian & foreign companies (Guided missile, Eiffel Tour, Incubator, Family?)
  - Who has, How to deal with, How to understand *Power* in Russia and in a Foreign Company?
  - A Diffuse dimension: How far do we get engaged?
  - Status at work and in the society.
  - How to prepare, expect and behave in Meetings?
  - Budget & Planning
  - Contracts & Negotiations
- Tips and paradoxes
  - Being a foreigner in Russia
  - Being a Russian in a Foreign company
  - Who is my Russian neighbour? (Personal business, Middle class data, etc...)
  - Vocabulary misunderstanding: Responsibility, Initiative, Manager, Agreement, Capitalism or Success have different meaning in Russia and in France
  - What is Corruption & Mafia in Russia?
  - Industrial Vs. consumer goods Quality.
  - Officially a centralized organization but de-centralized in reality, Nationality/Citizenship
  - Problem solving in Russia

### Why?

To reconcile the cultural approach of each group, this seminar, organized partly as a workshop aims at addressing working misunderstanding that may be culturally based. It may be useful to prepare this seminar with people from your company who know in depth the corporate culture of the company and are aware of successful similar trainings implemented elsewhere. The generic theme to approach such subject may be, for instance, the implementation of customer service procedures.

### Audience:

Foreign and Russian managers, mixed.

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