

# GO GLOBAL!

INTERCULTURAL BUSINESS DEVELOPMENT

MANAGEMENT SCHOOL ST.GALLEN

BETTER PEOPLE – BETTER BUSINESS

# Intercultural corporate development

## A strategy check for international businesses

Companies which invest in international growth need to think and act long-term. This makes it all the more important to have a structured strategy of corporate development which pinpoints the right steps, stage by stage, and avoids risks. Take a critical look at your company: how well has your organization prepared for its current or planned internationalization? Which tools can be used to improve successful outcomes?

### Steps towards internationalization

In order to become an international organization, a company passes through various stages that require appropriate planning and action. As co-manager, you are faced with a variety of questions. Are your local processes transferable? What should be managed locally, what globally? Where do structures need to be modified? How can teamwork be organized?

### International business management

Whichever stage your organization is at, it pays to examine and optimize processes and structures. How can past mistakes be rectified? What does the organization need now and in the future in order to maintain successful growth? Our conference will help you to find the relevant answers during your internationalization process.

### Strategy check

Submit your company to a systematic intercultural strategy check which

- addresses organizational questions and problem areas
- takes a closer look at the organization from a cultural perspective
- helps to transform processes in ways which are both task- and culture-oriented
- helps executives to identify the correct tools, with regard to overall strategy and business culture

### Cross-border synergies

The conference examines the opportunities, risks and factors for success in all stages of internationalization and helps executives to harness synergies and minimize incompatibilities. Set up your business today so that it can grow and flourish in the future.

### Conference facilitators

The team of facilitators includes renowned textbook authors and intercultural training experts in the field of corporate internationalization.



Dr. Sylvia Schroll-Machl



Dr. Stefan Schmid



Emily Slate

# Agenda

## Morning

8.30 Greetings and introduction

9.00 **Success factors in the international organization**

Stages and tools in the internationalization process.

### STEP 1 Make decisions

Advantages of centralized and decentralized management.

In intercultural terms, where do opportunities exist, where do difficulties lie? Profile of strengths and weaknesses in your own and foreign cultures. What strategic, organizational measures need to be introduced?

10.15 Coffee break and refreshments

10.30 **STEP 2 Take the first steps**

Implementing intercultural change management.

Establishing acceptance by employees.

Taking appropriate measures step by step.

### STEP 3 Learning transfer

Categorizing and transferring experiences and observations.

Managing cooperation and guiding it in a constructive direction.

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12.30 Lunch

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## Afternoon

13.30 **STEP 4 Optimizing international collaboration**

Recognizing cross-border strengths and creating synergies.

Identifying potential areas of conflict and friction.

Adapting and optimizing structures and processes.

15.10 Coffee break and refreshments

15.30 **STEP 5 The learning organization**

Systematizing successes and knowledge management.

Minimizing frictional losses - addressing new challenges.

Adopting necessary measures to ensure continued corporate growth.

16.30 **Summary and findings**

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ca. 17.00 End of conference

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## Conference fee

The registration fee includes documents, refreshments, lunch. Venue and travel details will be sent out after you have registered.

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## Registration and questions

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## Corporate programs

### St Gallen's customised conferences - Intercultural strategy check for your company

Customize our conferences to the skills requirements of your business. For EUR 5,400.00 we can offer you this St Gallen conference as a company-specific program. The package price for an intercultural organizational consultation comprises the following services:

- One-day strategy check for your company:  
How well is your organization set up in terms of its internationalization process? Includes recommendations, identification of areas of opportunity and risk as well as useful tools.

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## «5 for 4»-subscription

### St Gallen's conferences at a special price

Why not acquire future-oriented knowledge and skills with our favorably priced, all-inclusive package? Benefit from a 20% saving and book the «5 for 4» subscription today. Attend 5 conferences of your choice for the price of 4 and pay just EUR 5,400.00. This offer can be extended to individuals or business packages for several employees who book by June 30, 2018. Conference topics and dates may be freely selected in 2018.

**All conferences are just one click away: [www.mssg.ch/tagungen](http://www.mssg.ch/tagungen)**

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## Personal consultation

### Questions about special offers and corporate programs

How can St Gallen best contribute to your success? In addition to our special offers, we are pleased to offer you wide-ranging, in-house qualifications, individual coaching sessions or keynote speeches on our conference topics. Examples of these include:

- Intercultural corporate consulting
- Intercultural Training and Seminars on International Collaboration (also possible as an integrated program, for example, within a leadership development Program).

Stephanie Kropf will be delighted to consult with you or put together a customised offer: [s.kropf@mssg.ch](mailto:s.kropf@mssg.ch), Telephone +41 (0)71 222 51 53.