

# Understanding American and German Business Cultures

*Intercultural training seminar for American-German relations*

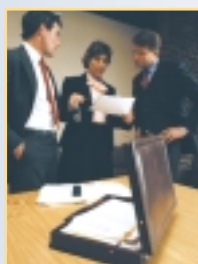
*Although Americans and Germans have many common values, there are many hidden differences that often lead to friction and unpleasantness. Two examples :*

“ *The Germans are just too obsessed about doing things perfectly. If this keeps up, our operations here will go bankrupt.* ”  
American manufacturing executive, working in Frankfurt.

“ *The Americans are very easy-going and self-confident. But behind that façade, we sometimes find them shallow. They don't always follow up on what they say they are going to do.* ”  
German engineering executive, working in Chicago.

The two quotes illustrate clearly the stress and frustration American and German executives often feel when trying to cope with each other's culture. To overcome these challenges, the acquisition of intercultural competence is necessary. Taking part in the seminar "Understanding American and German Business Cultures", one learns to understand actions of the American or German counterpart and how to behave culturally correctly.

The language of instruction is English.



## Seminar contents :

1. Examining notions of "culture" and "stereotyping"
2. Exploring the conceptual frameworks of Edward Hall and Geert Hofstede
3. Contrasting the psychological and cultural differences between Americans and Germans
4. American and German communication styles and how one's style can distort perception
5. Making effective presentations in the USA and Germany
6. Training to be a good (intercultural) negotiator
7. Characteristics of the "interculturally-competent person"

### The Seminar Trainer :

Patrick LeMont Schmidt, an American by birth and education, has been active for more than 20 years in the field of intercultural training. The focus of his seminars is international personnel work, cooperation in multinational teams and transfer of management methods.

His book "Understanding American and German Business Cultures" is also published in German under the title "Die amerikanische und die deutsche Wirtschaftskultur im Vergleich".



**Patrick Schmidt**

Geibelstr. 23

D - 40235 Düsseldorf

Tel : +49 (211) 1709 250 • Fax : + 49 (211) 1709 251

E-mail : [pschmidt.de@t-online.de](mailto:pschmidt.de@t-online.de) • American-German Cross-Cultural Consulting website : [www.agcc.de](http://www.agcc.de)