

S&W

T R A I N I N G

On Tour

SPRACHEN & WIRTSCHAFT GMBH

ON TOUR

WE WILL COME TO YOU

During the last ten years round 2,000 executives have realized that

Meersburg on Lake Constance and S&W Training are worth the trip.

However, there are several good reasons why we should come to you:

- Instead of sending individual managers to us, you are considering training for a large number of your company's staff members.
- In this case, you would like to save travel expenses.
- You want to develop a class outline closely related in content and location to your parent company – for instance, for staff members of foreign subsidiaries.

Whether for these or other reasons – if you wish, we will naturally come to you. Also, we will develop a class concept for you and with you that exactly corresponds to your goals.

THE TARGET GROUP

Our offer S&W ON TOUR is designed for companies in Germany as well as abroad which would like to

- prepare a large number of staff members for successful contacts with the Germans in German.
- train a privileged circle of staff members in German – for instance, because they work for a foreign subsidiary. By doing this, such companies would like to establish stronger ties with these employees.
- bring together multicultural teams in an unusual team-building experience.

THE COURSE TOPICS

are obviously determined by your goals. Elements of our group classes offered under the heading TEAM TRAINING can be integrated in your individual training program. For details please refer to the supplement TEAM TRAINING with the description of the following group courses:

- FIT FOR YOUR START
- FIT IN COMMUNICATION
- FIT IN BUSINESS COMMUNICATION
- IN TOP FORM IN BUSINESS COMMUNICATION

Alternatively, we can develop a class concept according to your individual wishes. In our experience, the following modules have proven to be the most useful:

- grammar and structures
- acting and reacting in German: simulating realistic situations of your business environment
- discussing: developing a point of view and maintaining it
- telephoning in German
- presenting and selling a product
- interpreting and presenting data
- playing an active part in or chairing meetings
- negotiating
- talking with colleagues, customers and business partners

Language modules such as these can be effectively combined with elements of our CULTURE MANAGEMENT product line, such as:

- THE GERMAN ECONOMY – Consensus-based Capitalism?
- GERMAN MANAGERS – Competent but Inflexible?
- COMMUNICATION AND DECISION-MAKING IN GERMANY: Slow Motion
- GERMANY – EUROPE'S LEADING POWER?: History and Political Trends
- GERMANY AFTER WORK: Art, Commerce, and Traditions
- YOUTH AND FAMILY IN GERMANY: Good education and poor service?

For more information, please refer to our supplement CULTURE MANAGEMENT.

We are looking forward to developing a creative class program for you. We would like to recommend three especially useful examples from our supplement CULTURE MANAGEMENT:

- WELCOME TO GERMANY!
- S&W TEAM BUILDING
- S&W CULTOUR: „TRAIN“-ING GERMANY

CLASS OUTLINE

If you decide on in-house training, you alone determine the number of course days and units.

However, we would like to recommend five to twelve days for a language training program alone or combined courses on language and culture.

Two to three days have proven to be most effective for intercultural workshops and team-building classes.

For reasons of group dynamics and seminar economy, we suggest that the evening hours be creatively integrated into seminar planning.

The team of S&W is also available for you on weekends and holidays.

S&W

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