

Open Cross-Cultural Japan Training

Working Together Effectively
&
Excellent Negotiations, Project
Management & Meetings with
Japanese

For everyone who works with Japanese

This workshop

- Helps to understand the Japanese business culture
- Improves the communication with Japanese counterparts
- Builds confidence for working with Japanese
- Improves your ability to deal with Japan-specific situations
- Helps you to work successfully with Japanese

Understanding Japan: Fröhlich Management Consulting
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Working Together Effectively **Excellent Negotiations, Project Management & Meetings**

Seminar Description:

The cultural differences between Japan and Europe couldn't be greater. Europeans face challenges navigating the first meetings before market entry, communicating with business partners and understanding how decisions are reached.

If you work together with Japanese business partners and want the venture to be successful, you need to be well prepared. This open seminar gives you the knowledge and tools you need to build a strong foundation for your Japan business needs.

An Interactive Seminar

The focus of the workshop is on providing information about Japanese communication and business culture through presentations and group work. After each information session the participant develops his/her own strategy for adjusting to or dealing with certain situations that come up in his/her business dealings with Japanese. The workshop also makes use of role plays, quizzes, videos, and live voting via smart phone.

Good to know:

- Small groups with max. 8 participants
- Every participant receives a certificate

Typical questions participants have:

- How do Japanese agree to something, How do they say "no"?
- Why do e-mails have so many names in cc?
- How can I get my Japanese partners to participate actively in discussions?

- Why does it take so long for decisions? Is there any way to speed this up?

Seminar Schedule

(subject to change)

Morning

Japan 101

- Economic overview
- Working life in Japan
- Important Japanese values seen in business

Communication with Japanese

- General differences in communication styles
- Common misunderstandings (How do I recognize agreement and disagreement?)
- Dealing with critical situations

Afternoon

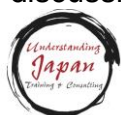
Doing Business with Japanese

- Meetings & decision-making processes
- Negotiating and project management

Japanese Business Etiquette

- Introductions and business cards
- Business trips to Japan
- Going out in the evening

Your Path to Successful Business with Japanese



The workshop includes the course material, lunch, drinks, and a certificate

After Service: If any questions come up after the seminar, participants can have a consultation via telephone/skype free of charge.

Your Trainer:
Ulrike Froehlich M.A.



Since 2006 Ulrike Froehlich has been giving seminars and has provided coaching on how to improve European-Japanese business relationships. Her clients come from a wide range of industry sectors, such as financial services, automobile,

pharmaceuticals, electronics, and more. She has experience in coaching all levels of corporate hierarchy from normal employees to top leadership (CEO). Her trainings include everything from intercultural Japan seminars (i.e. improving working with Japanese), Japan preparations for expatriates, and one-to-one sessions for troubleshooting, cross-cultural teambuilding / leadership workshops to assessments and coaching for quality management.

Ulrike Froehlich holds an **M.A. in Japanese studies, economics and sociology** from the Friedrich Alexander University Erlangen-Nuremberg. She has also completed further training for being a professional trainer/coach from the BWA in St. Gallen (Switzerland) and assesses German companies in quality management using the EFQM method.

Since 2012, she has been **teaching “International Business”** at the **Baden-Wuerttemberg Cooperative State University (DHBW)** in Loerrach.

Ulrike's time in Japan has included a one-year language study in Kyoto and **two years working in Nagano for the Prefectural Government** as a Coordinator for International Relations.

In Germany she has worked for **JETRO (Japanese External Trade Organization)** and **Toshiba**. This **unique working experience** gives Ulrike an **insider’s perspective** into the **inner workings of Japanese government agencies** and **corporate life** both in and outside of Japan.

German is her mother tongue and she speaks English and Japanese fluently. She is a member of the German-Japanese Business Circle (DJW: Deutsch-Japanischer Wirtschaftskreis), the Swiss-Japanese Society, the Japanese Club in Bad Säckingen and SIETAR Germany.





References

IOC – International Olympic Committee
European Commission

Roche Ltd., Sandoz GmbH, UCB Pharma S.A., BIOTRONIK SE & Co.KG, TEVA- Ratiopharm GmbH, Merz Pharma GmbH

Deutsche Bundesbank, ING-DiBa AG, Giesecke & Devrient 3S GmbH

Airbus GmbH, Lufthansa Systems GmbH, Siemens AG, Evonik Degussa GmbH, Umicore AG, Continental AG, Robert Bosch AG, Toshiba TEC GmbH, Vaillant Deutschland GmbH & Co. KG, Hitachi GmbH, Mitsubishi GmbH, Liebherr GmbH

itelligence AG, Konica Minolta GmbH, Texas Instruments GmbH, IHI Charging Systems International GmbH, NEC Europe, Magna Car, and many more

What some customers have said:

*„I was a participant in your recent Japanese Cultural Training course in Lausanne, organised with the IOC - the International Olympic Committee. It was a **brilliant course - the best session I have experienced**, thanks to your expertise, style, humour and personalisation of the content.“*

Lisa Hindson, IOC workshop to prepare the Tokyo 2020 Olympics

“Understanding Japan presents information on Japan in a compact, fast and memorable way in a short amount of time. A good learning experience for managers who are very busy.”

itelligence AG, Frau Dicke

“The technical training for our new Japanese management team would not have been possible without her being there to interpret for us. It was very pleasant and enjoyable to work together with her.”

Evonik Rheinfelden, Dr. Schork

Feedback of some of the most recent trainings: According to the German grading system (1- excellent and 6- not good)

1,3 Konica Minolta Hannover, Dec 2019; 12 participants

1,25 Merz Pharma, Frankfurt, June 2018, 12 participants

1,1 IHI Heidelberg, June, 2018, 9 participants

1,1 Airbus, March 2018, 7 participants

1,0 Ratiopharm, Ulm, November 2017, 1 participant

9,8 International Olympic Committee, 2018-2021 Lausanne, over 350 participants
(10= excellent and 1=poor)

Discover Your Options!

If several of your colleagues are interested in learning about Japan, an in-house seminar can be an attractive alternative:

1. The seminar is held at your company – no need to travel
2. You can choose the date
3. Can feel free to discuss your company’s situation since nobody from other companies will be taking part on your in-house training





Registration

Focus of the training:

Excellent cooperation with your Japanese business partner (1 day)

- June 21 Weil am Rhein / Basel
- xxx in Weil am Rhein / Basel

Negotiating, Meeting and Project Management with Japanese (1 day)

- April 5 in Weil am Rhein / Basel
- xxx in Frankfurt

Living and Working in Japan (2 days)

- April 11 & 12 in Weil am Rhein / Basel
- xxx in Weil am Rhein / Basel

Preferred Language:

- German
- English

Price

- €795.00 plus VAT / participant (1 day)
- €1590.00 plus VAT / participant (2 days)

Participants:

1. Participant

Name: _____

Position: _____

2. Participant:

Name: _____

Position: _____

Contact person:

Name: _____

Position: _____

Company: _____

Address: _____

Tel. _____

E-mail: _____

Cancellation: Cancellation up to 4 weeks before the training will be charged with 80,- € handling fee. Cancelling up to 3 weeks before the training will be charged 50% and after that the full amount will be charged.

With this registration I accept the binding conditions of participation (incl. the cancellation policy).

City, Date: _____ Signature: _____

Scan to Mail:Ulrike Fröhlich: ulrike.froehlich@understanding-japan.de





Teilnahme- und Anmeldebedingungen für offene Seminare

Understanding Japan; Inh. Ulrike Fröhlich, Hermann-Währer-Str. 42, 79576 Weil am Rhein;
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1. Anmeldung

Bitte schicken Sie uns Ihre Anmeldung entweder über „scan to mail“ an ulrike.froehlich@understanding-japan.de oder per Post an die oben genannte Adresse von Understanding Japan, zu Händen von Ulrike Fröhlich (Understanding Japan; Inh. Ulrike Fröhlich, Hermann-Währer-Str. 42, 79576 Weil am Rhein). Telefonisch ist nur eine Reservierung möglich, die verbindliche Anmeldung muss schriftlich (oder per E-Mail) erfolgen.

Nach Erhalt der Anmeldung wird Ihnen umgehend die Anmeldebestätigung zusammen mit der Rechnung zugeschickt. In der Rechnung finden Sie auch die Bankdaten zum Begleichen der Rechnung. Bitte bezahlen Sie die Rechnung umgehend nach Erhalt. Die Teilnahme am Japantraining wird nur gestattet, wenn die Teilnahmegebühr rechtzeitig, spätestens 10 Werktage vor dem Seminarbeginn, ohne Abzug bei uns eingegangen ist.

2. Seminarpreis

Der Seminarpreis pro Person beträgt für ein eintägiges offenes Training 795,-€ zzgl. Mehrwertsteuer. Für ein zweitägiges Seminar werden 1590,-€ zzgl. Mehrwertsteuer berechnet. Die Preise beinhalten folgende Leistung: das offene Seminar, Seminarunterlagen, Urkunde, Mittagessen und Pausengetränke. Übernachtungskosten sind im Seminarpreis nicht enthalten.

3. Stornierungen

Nach Zahlungseingang haben Sie eine Garantie, dass Ihr gebuchtes Seminar stattfindet, unabhängig von angemeldeten Teilnehmern. Um diese Garantie weiterhin zu ermöglichen, ist folgendes zu beachten: Der Zahlungseingang muss bis spätestens 10 Werktage vor Seminarbeginn - ohne Abzug - eingegangen sein, ansonsten ist eine Teilnahme am Seminar nicht möglich.

Bei Stornierungen sind bis zu vier Wochen vor Seminarbeginn wird eine Bearbeitungsgebühr von 80,-€ pro Teilnehmer fällig. Jede Stornierung hat schriftlich zu erfolgen. Bei Stornierungen bis zu drei Wochen vor Seminarbeginn werden 50% des Seminarpreises berechnet. Stornierungen in den letzten drei Wochen vor Seminarbeginn oder ein „No – Show“ werden mit dem vollen Seminarpreis berechnet.

Falls die Seminarleiterin (Ulrike Fröhlich) kurzfristig erkrankt oder andere Umstände höherer Gewalt eintreten, wird das Seminar kurzfristig abgesagt. In diesem Fall erhält der Teilnehmer den bereits gezahlten Betrag zurück. Wenn erwünscht, kann ein neuer Termin gefunden werden. Weitergehende Ansprüche können nicht geltend gemacht werden.

Teilnehmer erkennen mit Ihrer Unterschrift die Bedingungen für Umbuchungen und Stornierungen an.

