

Cross-Cultural Awareness

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Unfamiliar behaviour among foreign colleagues is often perceived as a threat, causing us to react in a negative, knee-jerk fashion. As a result, cooperation and teamwork may suffer. If, on the other hand, we can convince ourselves that there is a logic behind “foreign” behaviour, we can overcome the initial aversion and instead turn the cultural differences to our advantage. We should also realize that we may seem as exotic in the eyes of our foreign colleagues as they appear in ours. The definition of being “normal” depends on our cultural norms and values. Given the increasingly cosmopolitan nature of the hi-tech workplace, the lectures are designed to prepare participants for the day-to-day interaction with customers, suppliers and colleagues from other cultures.

Course contents:

- 1. Why cross-cultural awareness?**
- 2. Layers of culture**
- 3. Behaviour as a general distribution**
- 4. Cultural dimensions**
 - How we relate to rules
 - How we relate to groups
 - How we express emotions
 - How we engage ourselves
 - How we attribute power
 - How we manage time
 - How we perceive the environment
- 5. Regional culture differences**
- 6. Lewin’s circles**
- 7. Living and working abroad**
- 8. Case study**



The lectures will be given by Peter Berlin, M.Sc.,. His 42-year career in the international space business includes project management of large satellite programmes at ESA and Inmarsat. In his capacity of aerospace consultant, writer and teacher, he has lived and worked in many countries, notably the USA, Holland, Germany, France and

Russia. He is currently involved in spacecraft system engineering activities at OHB System in Bremen.