



# Training & coaching program 2022

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Petalouda Consulting

# Trainings



## I. Intercultural trainings

### **Country training (specific to one or several countries)**

This program is designed for managers or employees who work regularly with one of the target cultures.

In this interactive training, the participants learn how to adapt one's communication style to other cultures, how to conduct a meeting or how to manage a project in other countries.

The objective is to create a better understanding for other cultures and other types of behavior for a successful and harmonious cross-cultural collaboration.

**Duration:** 7 h (classroom training for 5 participants and more, online up to 12 participants)

**Target cultures:** Germany, France, Belgium, the Netherlands, and Luxembourg

### **Expat preparation training**

The goal of this training is to help future expatriates (and their families) to succeed in their mission abroad and to acclimate to their new culture. The training prepares the participants mentally for the changes in the way of living and working and the cultural differences with the target culture.

Besides aspects of daily life and society, an important focus is made on the adaptation and acclimatization of the expatriates to their new environment and on how to deal with culture shock and homesickness.

It is possible to book an extra module "Spouse Coaching" in addition to this training. In this module the spouse of the expatriate is in the center of attention, and it will be dealt with his or her hopes, fears and needs concerning the expatriation.

**Duration:** 7h or 8h (classroom training or online)

**Individual sessions or couple sessions**

**Target cultures:** Germany, France, Belgium, the Netherlands, and Luxembourg

### **Cultural Awareness: general cross-cultural training**

The aim of this program is to create cultural awareness without focussing on a specific culture.

The participants learn how their native culture has shaped them for more open mindedness and a better understanding for other cultures and other ways of thinking and behaving. They discover key differences to other cultures, like time management, and learn the importance of perception and language in an intercultural context.

Finally, the participants will be trained on topics like stereotypes and culture shock with the help of exercises and role plays.

I can recommend this training for all people working internationally in multicultural environment.

**Duration:** 7 h (classroom training for 5 participants and more, online up to 12 participants)

# Trainings

## II. Management trainings

### **Intercultural Management (management around the globe)**

This training offers valuable tools to all managers, group leaders and executives working in an international environment with multicultural teams.

The participants discover the different ways of leading and learn how decisions are made in other cultures and how to give a suitable feedback depending on the culture.

Another topic will be the role of hierarchy and power and the management of intercultural conflicts.

At the end of the training, the participants will have a better understanding of the needs of their team members and will know how to deal with intercultural challenges in a flexible way.

**Duration:** 7 h (classroom training for 5 participants and more, online up to 12 participants)

### **The “2M Lead method”**

This program targets all managers that are curious to discover new methods in motivating their co-workers and all young or future managers who are looking for a simple and efficient management tool.

The goal of the 2M Lead method is to promote empowerment for autonomous, responsible, and happy employees.

At the end of the training, participants know how to create a relationship with their team members, how to build a common vision of the team, how to set motivating objectives, how to give recognition and how to resolve conflicts or conduct difficult interviews.

**Duration:** 7 h (classroom training for 5 participants and more, online up to 12 participants)



# Trainings

## III. Marketing trainings

### Intercultural marketing (How culture impacts the marketing mix)

This training is suitable for all those working in international marketing or for small and medium sized companies and start-ups eager to develop their activities in other countries.

The goal is a successful launch of products on foreign markets due to a perfect adaptation of the marketing mix to intercultural conditions.

The participants learn how culture impacts the 4Ps (Product – Price – Promotion – Place), especially in terms of advertising messages and consumer activation.

At the end of the training, they also know how to build trustworthy relationships in other cultures and how to present with persuasion.

**Duration:** 7 h (classroom training for 5 participants and more, online up to 12 participants)

### Solution-oriented marketing plan

This concept is based on the solution-oriented interventions (SOI). It targets all marketers looking for new tools as well as small and medium sized companies and start-ups that want to draw up a marketing plan but don't know how to proceed.

In this training they will learn how to create a marketing plan in another way: in a solution-oriented way by concentrating on successes and resources and not on failures or missed targets. This way, the marketing plan becomes a real strategic tool that motivates and connects all people involved.

At the beginning of the training, the participants get an overview about the different steps of a marketing plan and about the solution-oriented questioning.

By the end of the training, they know how to define a target and a target group and how to develop a marketing strategy accordingly.

**Duration:** 7 h (classroom training for 5 participants and more, online up to 12 participants)



# Coaching

## Professional coaching

The professional coaching sessions target all people who need a little encouragement to achieve their targets, to overcome possible obstacles, to start a new career or to boost their motivation for a project, a task, or a job.

**Individual sessions:** 1h or 1,5 h (presence or online)

**Teambuilding program:** 1 -2 days (preferably in classroom)

## Expat Coaching

The expat coaching is designed for all those who have left their home country to live and work in another country: expatriates and their spouses, international managers, students, migrants....

The goal of the program is to help them to integrate into their host culture and to acclimate to the new environment.

We also offer a special program for executives so that they succeed in their new function and in their expatriate mission in general.

In addition, Petalouda Consulting has developed special methods to help the participants to overcome a culture shock, resolve intercultural conflicts or deal with homesickness.

Finally, Petalouda Consulting prepares expatriates for their return and their reintegration to their home country and the culture shock of return that can occur.

**Individual or couple sessions:** 1h or 1,5 h (presence or online)





# Biography Maren Morawski

## CEO, Trainer & Coach

- ✓ Trainer for intercultural competences, Carl Duisberg Centren Cologne
- ✓ Professional Coach (RNCP certificate), IFPNL Paris
- ✓ Double diploma in Business Administration, „European Business Programme“ (Bordeaux Business School / Fachhochschule Münster)



### Methods and didactic means:

- **Intercultural theories and concepts:** the 8 scales of Erin Meyer, the 6 dimensions of culture (Geert Hofstede and Edward Hall)
- **Coaching tools:** Neurolinguistic Programming (NLP), solution-oriented interventions (SOI), systemic approach, team coaching
- **Games:** intercultural bingo and lotto
- **Simulations and roleplays**
- Exercises in small groups
- **Exchange of experience**
- **Self-reflection**
- Examples, anecdotes
- **Brainstorming**
- Dealing with **critical incidents**
- Media: **videos**, commercials

**All trainings and coachings can take place in English, German or French**

# Contact

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