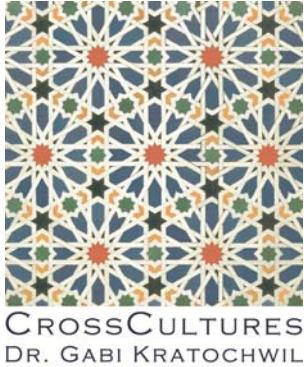


CROSSCULTURES
DR. GABI KRATOCHWIL

Globally Successful

Your strategic partner for Cultural Diversity Management



Dr. Gabi Kratochwil

Dr. Gabi Kratochwil studied Middle Eastern Studies, Politics and Public Law at the University of Bonn and at the American University in Cairo, Egypt. The proven expert with more than 25 years of expertise in the MENA region is the owner and Managing Director of CrossCultures, a provider of intercultural training, coaching and consultancy with special focus on the Arab World, Intercultural Team Building and Team Development, Cultural Diversity Management & Leadership and Virtual Teams.

Dr. Gabi Kratochwil has been a member of the Board of Directors of the Arab-German Chamber of Commerce and Industry (Ghorfa) since 2006, a member of the German Middle East Studies Association for Contemporary Research and Documentation (DAVO) and of the Society for Intercultural Training and Research (SIETAR). Numerous publications, lecture series and papers in university and media on MENA issues, Intercultural Management and Leadership and on Businesswomen.

Publications

- ❑ **Business-Knigge: Arabische Welt.** Erfolgreich kommunizieren mit arabischen Geschäftspartnern, orellfüssli, Zurich 2006
Intercultural business handbook on the Arab World that was ranked 5 among the top ten business books by *The Financial Times*
- ❑ **Die neuen arabischen Frauen.** Erfolgsgeschichten aus einer Welt im Aufbruch, orellfüssli, Zurich 2012
(The New Arab Women. Success Stories from a Changing World, the English version will be out soon.)
- ❑ **Leitfaden für Krankenhaus und Praxis.** Erfolgreich im Umgang mit muslimischen Patienten aus der Arabischen Welt, 2011 (Guidelines for Healthcare Management: How to deal successfully with Muslim patients from the Arab World)

The company - CrossCultures

Founded in 2002, CrossCultures supports leading companies, institutions and organisations regarding their business relations in Arab countries as well as Cultural Diversity Management & Leadership and including a large number of the world's leading international enterprises and organisations on her list of clients, such as Daimler, BMW, Siemens, BASF, Bosch, Bayer, Deutsche Bank, Lufthansa, Rolls-Royce Motor Cars, pwc PricewaterhouseCoopers, EADS, Wintershall, RWE, Samsung, SAP, German Bundestag, Association of German Chambers of Industry and Commerce, div. Ministries and the Goethe Institute. For further references see below.

Why Diversity Management Matters

As a result of the internationalization of organizational and work processes, a conscious approach to diversity has become an important success factor in business. This is true not only as a result of global communication and business networks across national borders, but also due to regional changes in population structures.

The advantages of cultural diversity lie in access to other perspectives, the acceptance of new ideas, the development of new products and services, or the enrichment of work procedures through personal experience. The potential challenges are processes that may require more time and communication, the need to re-appraise decision-making and feedback structures, or the calling into question of one's own values.

We turn intercultural challenges into opportunities. The assets are evident:

High performing teams are those who manage to synergize all positive aspects of diversity and succeed in exploiting its full potential and this leading to a more efficient respond to global market needs.

What we offer

- Personnel and organizational development
- Customized intercultural trainings, coaching, training-on-the job
- Flexible training modules
- The best practice, approved strategies and efficient solutions for diversity issues at the workplace and in organisational management

Culture-specific training

Culture-specific training addresses preparation for work in and/or with a specific culture. The primary objective of this training is to provide the precise knowledge needed to rapidly regain previous productivity levels and adapt and learn quickly when placed in the target culture.

Non culture-specific training / Cultural awareness training

Non culture-specific training creates sensitivity for the diversity of cultures in general and one's own culture in particular. Reference to specific cultures or work processes may also be made. The primary objective of such training is the enhancement of intercultural competence.

Team Building / Team Development / Leading Intercultural Teams (VIT)

Cultural diversity can impact on the productivity of teams both positively and negatively. Multicultural teams have the potential to perform more productively than their monocultural counterparts. However, the risk of their failure is also considerably greater. Studies indicate that multi-cultural teams are either extremely more effective or significantly less effective than teams made up of culturally homogenous individuals.

Virtual Communication / Leading Virtual Intercultural Teams

The virtualization of communication in organizations is steadily increasing. As this happens, temporary virtual teams are created whose dynamics often differ from those of their conventional counterparts.

Diversity Management & Leadership

Diversity management describes the acquisition and implementation of strategies that build on the potential advantages of cultural diversity.

Customized Training for the Healthcare Sector

Special training programme for all sectors of health care: hospitals, clinics, rehabilitation centres for health personnel (doctors, nurses, et. al.) and health management – how to better serve the specific intercultural needs of Muslim patients from the Arab World.

References (alphabetical order)

- ◆ Altana Pharma AG
- ◆ BASF AG
- ◆ Bayer AG
- ◆ Beiersdorf AG (tesa SE)
- ◆ Bilfinger & Berger AG
- ◆ BMW AG München
- ◆ Bombardier Transportation Berlin
- ◆ Bosch AG
- ◆ Cisco Systems Inc.
- ◆ Commerzbank AG
- ◆ Daimler AG Stuttgart
- ◆ DB International GmbH (Deutsche Bahn)
- ◆ Deutsche Bank AG / Private Wealth Management International
- ◆ Deutsche Telekom
- ◆ Dornier Consulting GmbH
- ◆ EADS GmbH
- ◆ EASA European Aviation Safety Agency
- ◆ E.ON Ruhrgas AG
- ◆ Esselte Leitz GmbH & Co. KG
- ◆ Evonik AG Essen
- ◆ Airport Düsseldorf GmbH
- ◆ Airport Frankfurt / FraPort AG Frankfurt
- ◆ Fresenius SE
- ◆ Giesecke & Devrient
- ◆ Globalfoundries
- ◆ GROHE Wassertechnologie
- ◆ Hamburg Airport
- ◆ Hartmann AG
- ◆ Henkel KGaA
- ◆ Hotel Adlon Berlin
- ◆ Howaldtswerke-Deutsche Werft GmbH
- ◆ HQ Trust Bad Homburg

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- ◆ KfW Bank
 - ◆ Klinikum Links der Weser Bremen
 - ◆ Linde AG
 - ◆ LSG Sky Chefs
 - ◆ Lufthansa AG Frankfurt
 - ◆ Lufthansa Technik Hamburg
 - ◆ Lucas-Nülle GmbH
 - ◆ MAN AG
 - ◆ MAN Investments AG, Zürich (CH)
 - ◆ MARITIM Hotelgesellschaft mbH
 - ◆ Osram GmbH
 - ◆ perSens AG, St. Gallen (CH)
 - ◆ PWC PricewaterhouseCoopers
 - ◆ Rehanova Köln
 - ◆ Rolls-Royce Motor Cars Ltd.
 - ◆ RWE AG
 - ◆ Samsung GmbH
 - ◆ SAP AG
 - ◆ Schering AG
 - ◆ Schindler Group, Schweiz
 - ◆ Schön Kliniken GmbH
 - ◆ Schraner Negotiation Institute St. Gallen (CH)
 - ◆ Siemens AG
 - ◆ ThyssenKrupp/Uhde
 - ◆ UBS Bank, Zürich (CH)
 - ◆ Universitäts-Klinikum Dresden
 - ◆ Wintershall Holding GmbH

Institutions

- ◆ GHORFA – Arab-German Chamber of Commerce and Industry e.V., Berlin
- ◆ Federal Foreign Office
- ◆ Federal Ministry for Economic Cooperation and Development
- ◆ Federal Ministry for Education and Research
- ◆ Deutscher Bundestag – German Bundestag
- ◆ GIZ – German Society for International Cooperation (Deutsche Gesellschaft für internationale Zusammenarbeit GmbH, former GTZ)
- ◆ Ministry of Economic Affairs and Energy of the State of North Rhine-Westphalia
- ◆ DIHK Berlin – Association of German Chambers of Industry and Commerce
- ◆ University Stuttgart / German University Cairo, Egypt
- ◆ Freie Universität Berlin / University Berlin
- ◆ Cologne University of Applied Science / University Amman, Jordan
- ◆ University Marburg / University Damascus, Syria
- ◆ University Dortmund
- ◆ University Duisburg-Essen
- ◆ Technical Trainers College (TTC), Riyadh, Kingdom of Saudi Arabia
- ◆ Language Institute of Ruhr University – Bochum
- ◆ DAAD – German Academic Exchange Service, Bonn
- ◆ Goethe-Institute, München

We shall be glad to meet you soon:

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