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## *Our Mission*

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To increase the awareness of diversity and its management as an essential factor for international business success.

To assist you in creating value from diversity by

- Maintaining the creative friction of dissimilarity while
- Integrating it into common organisational strategies and goals
- Translating both into dynamic and cohesive actions

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## *Our Approach:*

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The skills gap between working in your own culture or in an international business context is largely underestimated. This affects business success on all levels: Personal, organisational and in the marketplace. Our credo for sustainable success:

### **Knowledge is not skill**

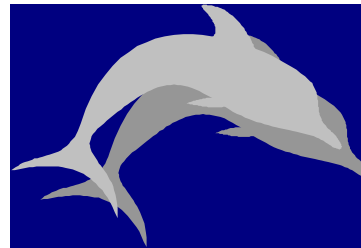
We therefore emphasise and train the attitudes and skills needed to cross cultures successfully

### **Skill is not action**

We translate skills into measurable activities and results

### **Action is not success**

We anchor activities and results to your organisation's strategy and culture to enable sustainable success



### **Organisationsberatung & Training Services**

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## WRAFTER UNTERNEHMENSBERATUNG & TRAINING SERVICES

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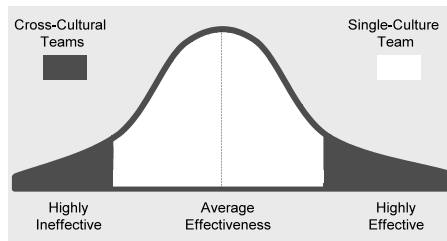


*Solutions from Diversity*

*Cultural diversity increases the performance of an organisation – it can just as equally decrease it. Focussed training and development releases the potential of diversity for your organisation.*

### Team Effectiveness

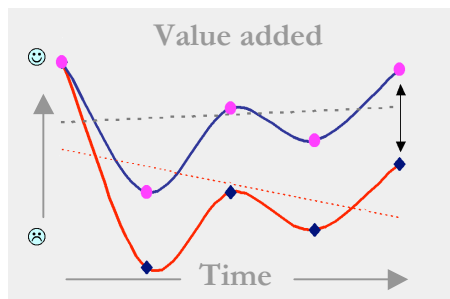
International teams perform either much better or much worse than monocultural teams.



University of California 1980

### Cultural diversity affects performance

Training and coaching has a considerable impact on individual and group outcomes



Culture Shock Adaptation Phases

Can you safely say that this does not apply to your business?

### Bernie Wrafter

*has worked in the training field for more than 15 years. Born in Ireland, she has studied and worked in England, the US and Germany. Her area of expertise is in the communication and cross cultural fields.*

*Bernie has many years experience working with people from different cultures whether it be to prepare them for living and working in a new country or facilitating effective working in multicultural teams or implementing change processes across cultures. She served on a committee of a professional organisation. Currently she is an elected member of the advisory council for Migration & Integration in Neustadt Weinstrasse.*

*Bernie has a humanities background in politics and history, has also studied organisational behaviour and has first hand experience of living and working across cultures.*

*She works with associates of long-standing from different disciplines and cultures whenever that adds value for the customer.*

### Cross Cultural Competence:

*“Releasing the right response”*

*E.T. Hall*

Our services offer you a selection of standard and custom made measures. For example:

#### Coaching of

- individuals, families and groups to get the best out of your most important resource

#### Facilitation of international groups & teams

- support with change processes
- improving performance within teams
- cross-cultural mediation

#### Diversity Training

- creating awareness of diversity
- developing and integrating cross cultural competence
- International team building and team development

#### Communication Skills for

- Internal and external communication across cultures
- International negotiations, meetings and conferences