



# Japanese & Europeans Virtual Team Development

## For Japanese- European teams

- who work only virtually together or
- who are in one location but have the need for a common training

This training:

- develops a common team spirit and cohesion within the team
- provides basic knowledge about European-Japanese teamwork
- Enhances productivity and pleasure of working together as a team
- **Optional:** *Creation of an own cultural profile plus comparison within the team*

Understanding Japan: Froehlich Japan Consulting  
Ulrike Froehlich, Hermann-Waehrer-Str. 42, 79576 Weil am Rhein, Germany  
Tel: +49-(0)7621-5501882, [ulrike.froehlich@understanding-japan.de](mailto:ulrike.froehlich@understanding-japan.de)  
[www.understanding-japan.com](http://www.understanding-japan.com)



## **Cross-Cultural & Virtual Online Training**

### **Improve productivity in European-Japanese teams:**

Did you know that multi-cultural teams can archive a much higher performance than mono-cultural teams as soon as they work well together? Unfortunately, this does not happen right from the start. It takes a long time for a Japanese-European team to get used to each other, and the physical separation makes many things difficult. Our virtual team development training helps to shorten this path.

The online training is delivered in a practical and hands-on manner by a Japanese-speaking trainer with several years of professional experience in Japan. If desired, a Japanese co-trainer can also be brought in. The sessions are all online, but still very interactive with voting, quizzes, group work, even role-playing is possible.

When booking the module "cultural profiling", participants can create their own cultural profile. Then, in small groups, the respective profiles are compared with each other and measures on how cooperation can be optimized can be developed. This module requires 2x 90 min.

### **To adjust to your needs:**

Pre-questionnaire for all participants  
Pre-telephone /video call with one participant

### **Topics of the sessions**

*90 minutes each*

*Maximum 2 sessions a day*

#### **1. Your multicultural workplace**

Building trust exercise  
Basic multicultural team concepts  
First Analysis of your workplace

#### **2. Business Culture Talk**

Discovering the European and Japanese working culture  
Qualities for cross-cultural cooperation

#### **3. Your working culture in your company**

Mutual expectations  
Diagnostic activity  
Analyzing the current team situation

#### **4. Developing a common working culture**

Path of intercultural learning  
My working style and your working style  
Finding compromises & creating synergies

#### **5. Effective communication**

Differences in communication style  
Approach for effective communication  
Role of speaker and listener

#### **6. Communicating critical topics**

Dealing with conflicts  
Ways to communicate critical topics

#### **7. Leader? Needed? What is a good boss?**

Different expectations of good leadership

#### **8./9. Cultural profiling (double session – additional costs)**

Creation of each participant's cultural profile  
Comparison of each participant's cultural profile within the group  
Creating actions to adjust to each other

#### **10. Wrap Up**

Something nice for everyone  
Improvements and next steps



**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, Dec. 2019, Lausanne, 13 participants (10= excellent and 1=poor)



**Pricing:**

**Language of the training:** English

**Participants:** optimal 12 participants (if the number of participants is higher a Japanese co-trainer is recommended)

~  
8 sessions for 90 minutes  
=  
3995, - € +VAT (in Germany)

~  
Additional Session: Cultural Profiling (2 x 90 min)  
1-month access to Country Navigator, creation of a cultural profile of each participant,  
comparison with some team members and developing improvements

=  
995, -€ +VAT (in Germany)

~  
Japanese co-trainer (for 8 sessions)  
=  
2500, -€ +VAT (in Germany)