

## Communication

### Keep It Short and Simple

Do not hesitate to contact us for a free initial consultation at [info@ip-international.biz](mailto:info@ip-international.biz) or call us at +49 069 2601 4059.

Thanks to modern technology, we communicate with others more than ever. However, this does not mean that our understanding of each other has improved. It is important to convey our messages so that the images, sensations, and knowledge evoke the reactions that we intended in the recipients.

In order to be successful, your ideas and products must be communicated so that the intended messages reach the targeted audience. Interpersonal relations benefit equally from skillful communication.

Effective communication means sharing and exchanging information in many different ways, comparing points of view, negotiating positions and, last but not least, negotiating power.

Demands on our communicative skills are constantly growing. It is important to be prepared and not leave your success to chance. Regardless of whether you want to communicate with your employees, in person or through writing, the success depends on your communicative skills. Keep it short and simple and impactful.

Below you will find an overview of the topics we offer in the field of communication and our related services. You will receive consulting, training, and workshops or individual coaching, tailored to your specific needs.

We thoroughly assess your needs, evaluating the existing knowledge and skills and building on existing resources. We support you with tailored hands-on training, coaching and consulting, providing only what is needed and adds value.

## Communication

### Assertive, Action-Oriented, and Respectful

To be successful, communication has to be clear, assertive, action-oriented, and respectful. Effective collaborations and efficient workflows require clear instructions. In addition, respectful communication improves interpersonal relationships. These are crucial ingredients for a positive working environment and peak performance. Appreciative action-oriented communication is essential to overcome difficulties in a manner that is beneficial to all parties involved. A high sick leave rate and inefficient workflows are synonymous with high costs, and poor job and life quality. Communication is crucial to success. How managers and co-workers communicate with each other, how much knowledge and information they share: all of these are significant.

In order to communicate successfully, it is important to be aware of what the other person has heard and understood, and if the message obtained the desired results. The way people interact with each other, through verbal and non-verbal communication, affects the results. This applies to all kinds of organizations, big or small, national or international.

**We provide you with a broad and diversified range of consulting, inhouse-training, and targeted short-term training courses tailored to the specific needs of your organization.**

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*We have extensive experience in cross-cultural communication. We offer consulting and cross-cultural team-building training for international teams with members from different cultural backgrounds.*

*More information is provided below in the section "Cross-Cultural Communication" and on our website in "Our Areas of Expertise" under "Global Competence".*

## **Feedback and Error Management**

**Recognize, Develop, Encourage, and Promote the Potential of Your Employees**

Most people dread feedback, because often feedback is only provided when something goes wrong, and is often stated in a harsh or hurtful way. Negative feedback creates fear of making mistakes, of taking responsibility and risks, and hinders proactiveness. Where fear reigns, there is no trust, people do not share their ideas, mistakes are covered up, and what is really going on is kept hidden below the surface of the official agenda.

On the contrary, constructive, respectful, and action-oriented feedback is one of the strongest tools to promote behavioral change and to foster desirable behavior.

Constructive feedback can lead to very positive results, if you know how and when to apply it. Constructive feedback has very positive effects on the person providing it as well.

Understanding what you want to achieve, what the other person is required to do on a very practical level, are crucial for effective feedback. Constructive feedback succeeds when it enables the recipient to change their perspective.

We teach you a few essential rules on how to offer, how to receive, and how to ask for feedback, which can be a significant addition to your skills toolbox.

**We help you create a culture of constructive feedback and positive error management. We provide inhouse training courses tailored to the needs of your staff, as well as generalized training courses.**

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## **Cross-Cultural Communication**

**Successful Communication Across Cultural Borders**

All too often, communication fails, even when we are communicating with people of our own culture and language. It is even more difficult to communicate efficiently with people from a different culture, and often, in a different language. We cannot assume that what works in our own culture and language will work in another culture. Although English is an international language that people from different countries speak and understand, there is potential for misunderstandings and conflicts because each person's communication is coloured by their cultural background. Direct translation from one's native language to English may result in a comment that could be construed as negative or even insulting by someone from another culture.

Although it may seem that globalization has minimized cultural differences, this is not necessarily true. What we perceive of another culture, their management styles, lifestyles, dress codes, to name just a few, is just the tip of the iceberg. The values that determine behaviors and decision-making modes are not always apparent.

When business negotiations do not achieve the desired results, the parties involved may not be aware of the reasons this occurred. If the root cause of the problem is not clear, the problem cannot be solved and the lesson cannot be learned.

There are many nuances in communication styles cross-culturally. In some cultures, it is considered rude to say "no". Instead of directly saying "no", when that is what is meant to be communicated, a person may soften their response, in an attempt to be polite. For example, they may say, "it might be difficult", when they really mean "no". For example in Germany, people appreciate straightforwardness and a direct "no" is preferred to any indirect way of saying "no". For them, an indirect communication style is perceived as a loss of time, or even worse, as a lack of honesty.

**The ability to recognize cultural differences and to manage them successfully is crucial for international success.**

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## Presentation Skills

### Your Success Depends on How You Present Your Ideas and Products

Success depends not only on your knowledge and skills, but also on how you speak and present your ideas, products and services. Communicating your ideas clearly is an essential component of success in business and in life. Being a good public speaker can help grow your business and form strong collaborations. However, many people are afraid of public speaking and need to overcome their fear in order to stand confidently in front of an audience and deliver a pitch, an idea, or a project.

Every speech or presentation is a form of dialogue with the audience. It is therefore very important to focus on the characteristics of the audience while preparing the speech. What are the audiences' expectations? What do they already know? Are they experts? What kind of "language" do they understand? Do they understand technical language or is it better to provide the content in plain language? It is also important to know how to use body language, gestures and your tone of voice in an authentic but professional way.

Every speaker has a unique personality and has a unique way of communicating. A speaker who presents this uniqueness in an authentic and confident way has an impact. From decades of experience with a wide variety of target groups, at institutions of learning, such as Bologna University, and with various industries, such as ITC, we know that anyone can learn to deliver powerful pitches, speeches and presentations. .

To ensure that your presentations and speeches achieve the desired impact, it is important to prepare for all aspects thoroughly, including your audience, the content, the format, and the visual aids.

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**We train and coach you individually to ensure your presentations are successful.**

## Amplify Your Voice

### Your Voice Expresses Your True Self

Most people are not aware of the power of their voice. It is the external sound of their internal thoughts and can have a powerful impact on the audience. As the saying goes, it is the sound that makes the music. Your voice is the connection to the other person; it is the vehicle that conveys your message. It can make a lasting impression on the other person. When the communication is virtual or over the phone, what we perceive is mostly the voice.

**We help you through a variety of practical exercises to find your voice, to make a lasting, positive impression, and to achieve your goals.**

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