



Soft Skills: Optimize your working mode & succeed in Germany

An online seminar by Heinrich-Heine-University in Düsseldorf in cooperation with Türkisch-Deutsche Industrie- und Handelskammer (Türk-Alman Ticaret ve Sanayi Odasi)

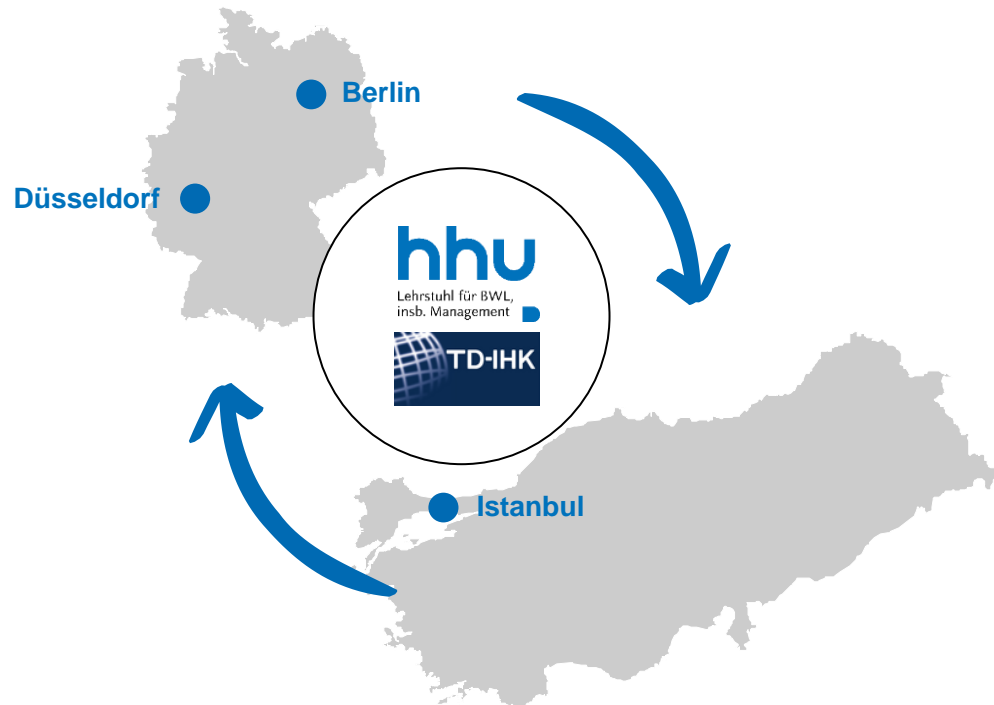
Prof. Dr. Andreas Engelen, 2023

hhu

Lehrstuhl für BWL,
insb. Management



We partnered up with Heinrich-Heine-University to enhance your soft skills and enable your business success in the German market



Our cooperation with the Heinrich-Heine-University Düsseldorf provides our members from Turkey with ...

- > Access to top-notch online education from a German university with management focus
- > Best practices in soft skills from academic and practitioner publications
- > Insights into German working modes as preparation of doing business in the German market

The experts from Heinrich-Heine-University are looking forward to working with you

The Chair of Management at Heinrich-Heine-University ...

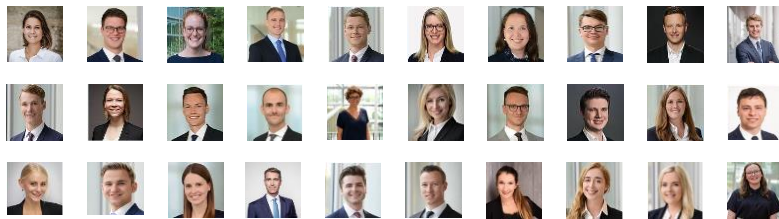
Leadership

- > Chair led by **Prof. Dr. Andreas Engelen**
- > Research projects accompanied by **Dr. Verena Rieger**



Team

- > Doctoral students and postdoctoral researchers with **extensive academic and professional experience**, often in top management consulting firms
- > Broad spectrum of competencies in **business, methodology, and technology**



... and your experts in the seminar



Prof. Dr. Andreas Engelen

- > Leading Chair of Business / Management education at HHU since 2019
- > Co-founder of multiple spin-offs and advisor to various German medium-sized companies
- > Author of various management- and innovation-related books
- > Visiting scholar at various international universities (e.g., in Bangkok and Istanbul)
- > Responsible for HHU's cooperation with the Turkish-German chamber of commerce (TD-IHK)

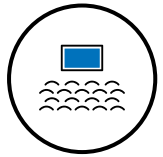


MSc. Lennart Osses

- > Doctoral / PhD student at HHU since 2021 – focus on innovation research
- > Working at leading top management consultancy - focus on people & organization topics
- > Designed and delivered 20+ online trainings for various audiences

Our exclusive online seminar "Soft Skills: Optimize your working mode & succeed in Germany" provides you with a solid base of knowledge and tools to succeed in the German market

What you will be provided with throughout the online seminar



Three modules on important best practice soft skill topics (time management, top-down communication and storytelling)



Contents with strong academic foundation but also immediate practical relevance for own application



Comprehensive materials for additional self study and documentation



Possibility of sparring own thoughts on how to apply tools in group with feedback from professor team



Official certificate of successful completion for renowned German university

Example



Certificate

Soft Skills: Optimize your working mode and succeed in Germany

Mr. Max Mustermann

has successfully participated in the Heinrich-Heine-University seminar "Soft Skills: Optimize your working mode & succeed in Germany".

The seminar covered the latest developments in academia, insights from practitioners, and individual application of soft skill tools.



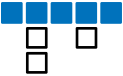
Your participation and dedication to improving your soft skills demonstrate a commitment to professional growth and success.

Congratulations on this achievement!

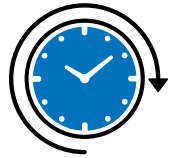
Prof. Dr. Andreas Engelen

Prof. Dr. Andreas Engelen
c/o Heinrich-Heine-Universität Düsseldorf, Lehrstuhl für BWL, insb. Management,
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Three modules are covered in the seminar "Soft Skills For Doing Business in Germany"

Module name	Focus topics	Date and format
 <p>Time Management</p>	<ul style="list-style-type: none"> > Latest insights from research and its practical application in German businesses > Determination of individual Time Management profile > Introduction to effective tools and measures for Time Management 	<p>May 17, 2023 10:00 – 13:00</p>
 <p>Top-Down Communication</p>	<ul style="list-style-type: none"> > Introduction to Pyramid Principle – the core of top-down communication > Practical exercises in break-outs to enhance communication skills > Best practice with focus on cultural nuances in German businesses 	<p>May 25, 2023 10:00 – 13:00</p>
 <p>Storytelling</p>	<ul style="list-style-type: none"> > Introduction to the science behind storytelling > Assessment & analysis of best / worst practices from (German) business context > Provision of "storytelling toolkit" and application in small groups 	<p>June 01, 2023 10:00 – 13:00</p>

Module Deep Dive | Time Management



Time Management module overview

What can you expect?

- > Latest insights from research of Time Management principles and its practical application in German businesses
- > Determination of individual Time Management profile – according to profile specific tools are recommended
- > Introduction to effective tools and measures for Time Management

Which methods / tools will you learn about (selection)?

Eisenhower matrix

Tool to categorize tasks into four quadrants based on urgency and importance to prioritize

Eat-the-frog method

Technique to focus on completing the most important task first to build momentum for the day

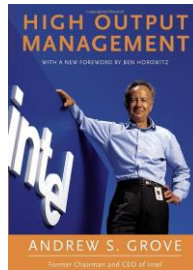
Anchoring method

Setting a benchmark or starting point to measure progress and motivate towards a goal

Focus approach

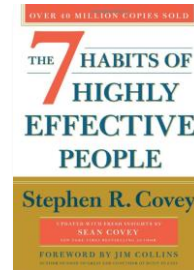
Productivity method to minimize distractions and dedicate time to high-priority tasks

Which materials / sources do we use?



High Output Management

By Andrew Grove
(former CEO Intel)



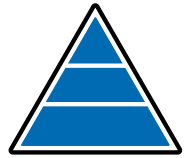
7 Habits of Highly Effective People

By Stephen Covey



Recent academic journal articles

Module Deep Dive | Top-Down Communication



**Top-Down
Communication**
module overview

What can you expect?

- > Introduction to Pyramid Principle – the core of top-down communication
- > Practical exercises in break-outs to enhance communication skills
- > Best practice sharing from industry with focus on cultural nuances in German businesses

Which methods / tools will you learn about (selection)?

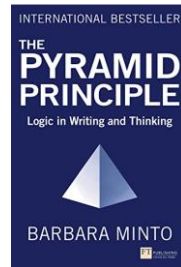
Pyramid Principle

Method of organizing information by arranging it in a clear and concise hierarchy, starting with the most important information and building on it

MECE principle

Method for organizing and presenting information in a clear, concise, and non-overlapping manner – often used in business contexts

Which materials / sources do we use?



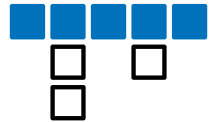
The Pyramid Principle

By Barbara Minto



Recent academic journal articles

Module Deep Dive | Storytelling



Storytelling module overview

What can you expect?

- > Introduction to the science behind storytelling
- > Assessment and analysis of best / worst practices from (German) business context
- > Provision of "storytelling toolkit" and application in small groups

Which methods / tools will you learn about (selection)?

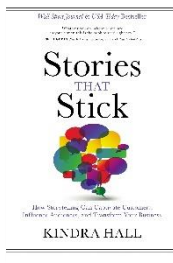
Three phases of a good story

A good story goes through three phases: "Normal" sets the context, "Explosion" introduces conflict and change, and "New Normal" shows the resolution

Four components of a good story

Four components allow listeners to connect with the story: identification characters, authentic emotions, significant moments, and specific details

Which materials / sources do we use?



Stories that stick
By Kindra Hall



**Recent academic
journal articles**

Thank you!