



Korean-German Chamber
of Commerce and Industry
한독상공회의소



“Work, Lead & Communicate Successfully with Koreans”

Target

Germans & Foreign Nationals Working & Living in Korea

Purpose

Comprehensive understanding of interactions with Koreans _ Gaining the operating manual for global organizations

Session Description

Part I (120min.) _ Understanding Korea & Koreans

Goals of the Session:

- Understand Korean psychological ideologies & main influences shaping the Korean mindset, behavior and ways of communication.
- Understand culture & sub-culture; group consciousness & unconsciousness

Contents:

- I. Define Culture, Cultural Essence & Universality
- II. Five Main Cultural Forces Shaping Korean Mind
- III. A Glimpse into Contemporary Korean Society

Part II (150min.) _ Working & Leading Effectively at Global Companies in Korea

Goals of the Session:

- Understand how to guide self in leading and communicating with Korean employees
- Catch a sight of Korean culture manifested in global organizations
- Obtain independent ability to successfully build an effective organizational culture

Contents:

- I. Defining Global Direction & Universal Reason
- II. Reflection on the Current Leadership & Communication (issues & challenges)
- III. Analyze Actual Situations at Global Companies and Search for Applicable Solutions
- IV. Reflect upon the Korean and German Work Approach
- V. Korean Values in the Age of Globalization

Facilitator

Unwha Choi-Founder/CEO MindsGroup



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MindsGroup
spirit in action

Unwha Choi is a consultant and trainer in organizational change management and cross-cultural communication. Her extensive experience for over a decade in various industries and business fields provide a unique background and insight to leaders and employees working in global corporations. Unwha spent her growing years following her father's career in Panama, Norway, UK and U.S.A. and graduated from Yonsei University and Graziadio School of Business and Management, Pepperdine University. After living and working in the U.S. she returned to Korea and found MindsGroup in 2000. Unwha's mission as a consultant and trainer is to be a communicator.

Schedule

Date & time: Thursday, 8th March 2018 (13:00 - 18:00)

Location: KGCCI conference room (7th Fl.)

Language: English

Session fee: KRW 700,000 + VAT

Materials: presentation slides & participants' real-life cases

Registration: please visit our website [here](#) until 5th March 2018.

For inquiries regarding registration and parking:

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