

SWISSNESS

- ✓ Cultural Integration
- ✓ Business & Personal Life
- ✓ For non-Swiss professionals



CREDENTIALS

MINODIAIRE GMBH offers services in consulting, coaching, and education for businesses and teams focused on the values of tomorrow: Equality, Sustainability, Diversity and Well-Being.

Alicia Schweiger is certified in Adult Education and has been facilitating classes for senior leaders for over 25 years. Her extensive business expertise adds real-world value to her courses in sales and marketing, messaging, pitching, and new business planning. She has trained and coached over 10'000 senior professionals to date

ENDORSEMENTS

«I have grown up in fortune 500's surrounded by great leaders, mentors, and trainers. Alicia's contributions to the group were outstanding. World class in terms of the insights on making meaningful changes to peoples' skill set and mindset to succeed.»
Mike Dewey, P&G, 2020

«Alicia is golden. Everything she touches she sees through to success. She motivates teams brilliantly and her focused energy inspires loyalty and a 'make it happen' attitude in others.»
Dianne Brill, 2006

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Zurich, Switzerland

ONE-LINER

A half-day workshop for Swiss newbies to help them understand their new environment and navigate Swiss idiosyncrasies, promoting cultural integration, collaboration, and smooth teamwork.

OVERVIEW

Some clichés are true. The Swiss are rules-centric, organised, polite and conservative. But they also have a warm sense of humour, are incredibly efficient, have a strong work ethic and place high value on respect.

Learn all the "secret handshakes" required for surviving and thriving in Switzerland. Get answers to all your questions on the rules and regulations, their origins and how to master them.

Understanding how to navigate the cultural idiosyncrasies will help you to improve your relationships within your community, build up a strong and lasting network, and succeed in business.

TARGET AUDIENCE

Professionals new to Switzerland.

Any nationality, working and living in German-speaking Switzerland.

Individuals who want or need to learn and understand the tricks to smooth integration and easy working relationships.

Newly integrated teams who want to improve their performance.

Swiss participants are also welcomed to encourage team building and engagement if needed.

TAKE-AWAYS

Participants will understand the key habits and practices in Swiss culture. They will have developed an appreciation for Swiss values such as politeness, respect, efficiency, and quality.

Participants will know how to apply basic Swiss cultural practices in their business and personal lives. They will be more accepting of their colleagues, neighbours and business partners and will understand how to cultivate lasting relationships.

FORMAT

Interactive format with group work, role-play, and discussions.

In person or online via zoom.

Max participants 15

Duration: half day, 9.00 – 12.30

Language: English

CONTENT

Theory for key learnings.

Quizzes and polls.

Group discussions and debates.

Scenario-based role play for telephone, conflict management, small talk and formal business interactions.

External resources via handouts, weblinks and book suggestions.