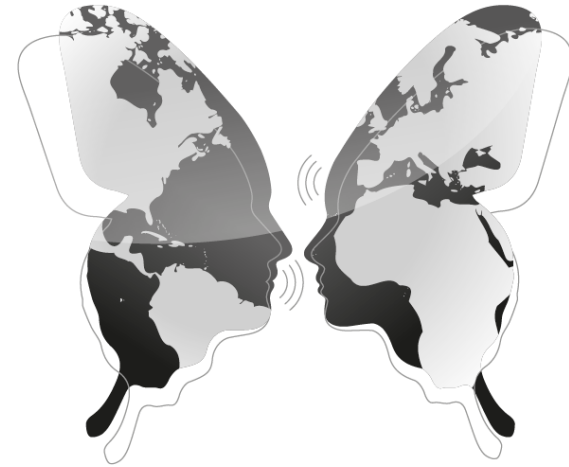


- 
- Intercultural seminars
  - Management & marketing trainings
  - Professional Coaching



**PETALOUDA**  
Consulting

# Biography

## Maren Morawski

(Founder of Petalouda Consulting)



### Education

- Training "Trainer for intercultural competences" (Carl Duisberg Centren, Cologne)
- Double diploma in business administration: European Business Programme (ESC Bordeaux / FH Münster)
- NLP training: technician, practitioner, master practitioner (IFPNL Paris)
- Training "Professional Coach" (IFPNL Paris)
- Training "Intercultural Management" (ESCP Berlin)
- Dissertation on: "How to use NLP methods in intercultural coachings"

### Professional experience

- **Robert BOSCH, Paris :**
  - International Supply Chain Manager
  - Category Manager (Europe)
  - Product Manager (France/Benelux/Germany)
- **Andreas STIHL, Paris:**
  - Product Manager (France/Germany)
- **Petalouda Consulting:**
  - Founder, professional coach, intercultural trainer

# What do we offer ?



## At Petalouda Consulting:

- We **prepare** international teams for an efficient collaboration and help them to **solve conflicts** due to intercultural differences
- We **create awareness** about the impact of culture for all those who are working globally and **coach** them to overcome possible obstacles
- We **accompany** international executives to become successful leaders and to master intercultural challenges with ease
- We **train** marketing teams for a perfect adaptation of the marketing mix to international markets

# Which methods do we use?



## Methods:

- **Coaching tools:** Neurolinguistic Programming (NLP), solution-oriented interventions (SOI), systemic approach, team coaching etc.
- **Intercultural theories and concepts:** the 8 scales of Erin Meyer, the 6 dimensions of culture (Geert Hofstede and Edward Hall), etc.
- **Methods developed by Petalouda Consulting:** the sun method, the emergency card, the booster checklist ...
- **Management- & Marketing tools:** Z-Leadership, strategic marketing, 4 Ps

# Offer of Petalouda Consulting



## Intercultural trainings & seminars

- **Country training / expat training**
  - Germany / France / Benelux
- **„Cultural Awareness“ - Trainings**
  - General intercultural awareness

## Management & marketing trainings

- **Management trainings**
  - Intercultural management
  - 2M Lead method
- **Marketing trainings**
  - How culture impacts the marketing mix

## Professional Coaching

- **Team coaching**
  - Teambuilding
  - Intercultural coaching
- **Individual coaching**
  - Expat coaching
  - Business coaching

# Intercultural seminars & trainings



## Audience

- Groups or individuals
- Expatriates (+ family)
- Global companies

## Target

- Successful intercultural collaboration
- A better understanding for other cultures and behaviors
- Successful integration of expatriates into their new culture

## Basic training modules

- Culture, perception and language
- Values, self-image & stereotypes
- Cultural differences (in general or specific to a country)

## Additional modules

- Country information
- Living in another culture
- Business culture: intercultural management and/or marketing
- Spouse Coaching

# Management trainings



## „2M Lead“ method

- **Audience:** All executives
- **Culture:** not culture bound
- **Target:**
  - Empowerment & self management for autonomous employees
- **Modules:**
  - Fixing a motivating target
  - Active listening
  - Recognition & feedback
  - Dealing with a huge workload
  - Mastering of conflicts and how to conduct a difficult conversation

## Intercultural Management

- **Audience:** All executives working globally
- **Culture:** Specific to one culture or not culture bound
- **Target:** Perfect adaptation of the management style to intercultural conditions
- **Modules:**
  - Impact of culture on management
  - Role of hierarchy and power
  - Intercultural communication & feedback
  - Decision making in an intercultural environment
  - Disagreeing in other cultures
  - International differences in organizational structures

# Marketing trainings

## Impact of culture on the marketing mix

- **Audience:** All international marketing teams (Product- & Category Manager, Marketing manager, Trade Marketing, Community Manager)
- **Culture:** Specific to one culture or cross-cultural
- **Target:** Successful expansion to foreign markets to a perfect adaptation of the marketing strategy
- **Modules:**
  - Intercultural differences concerning the 4 Ps
  - Impact of culture on advertising
  - Intercultural communication / adaptation of communication styles
  - How to present convincingly in other cultures
  - Building up trustworthy relationships
  - Meeting culture in other countries
  - Solution-oriented marketing plan





# Business Coaching



## Teamcoaching

- **Audience:** Global teams
- **Culture:** Specific to one culture or cross-cultural
- **Team-Building:**
  - Strengthening of team spirit: building up a common visions
  - Identity and reason of existence of the team
- **Intercultural Coaching:**
  - Better understanding of other cultures and behaviors for a harmonious collaboration
  - Dealing with stereotypes

## Individual Coaching

Possible topics:

- **Intercultural Coaching:**
  - Mental preparation for a mission abroad
  - Overcoming a culture shock
- **Individual Coaching:**
  - Communication training
  - Stimulation creativity
  - Strategies of motivation

# Customer reviews:

*„Interesting online training with a lot of insights into the intercultural theories combined with practical advice for the everyday life. I can highly recommend it.“*

Jan

*„Very interesting seminar with a lot of helpful do's and don'ts and a very competent preparation. The working atmosphere was also pleasant. Thanks a lot!“*

Tobias

*„Great coaching and a fantastic preparation with a lot of helpful pieces of advice and practical hints for work and everyday life in our new country. Thank you!“*

Maria

# Contact / info

---

Petalouda Consulting

Maren Morawski

8 Rue du Pinson

57100 Thionville, France

N° SIRET : 885 109 827 00018

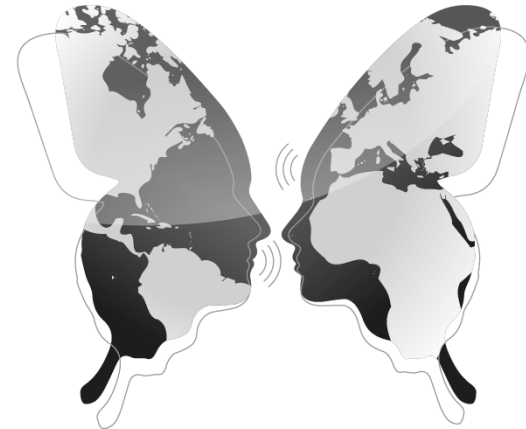
**Mobile:** + 33 6 73 17 44 03 (France) or + 49  
176 63 04 77 37 (Germany)

**Email:** [contact@petalouda-consulting.com](mailto:contact@petalouda-consulting.com)

**Website :** [www.petalouda-consulting.com](http://www.petalouda-consulting.com)

**LinkedIn:**

<https://www.linkedin.com/company/petalouda-consulting/>



**PETALOUDA**  
Consulting

- Ihr Experte für deutsch-französische Beziehungen -