

My experience with the IBT/M® ...

... I enjoyed every single day!

The IBT/M® appealed to me because I saw the possibility of completing a certification program parallel to my actual job. Stöger&Partner offered a balanced mix of intercultural foundation and a set of soft skills that I found suitable for my start into the career as a trainer.

The training concept is thought through very well and focuses on the participants' development. All modules are structured in a comprehensive way and ensure that everybody keeps maximum focus all the time, and individual requirements are addressed.

The Intercultural Business Communication Basics Seminar sets the foundation for the following modules by creating the awareness for intercultural challenges and theoretical basics like the Iceberg Model, Cultural Dimensions a la Hofstede & Co, Culture Specifics.

The modules of „train the trainer“ and „training design“ are setup in order to transfer skills in methods as well as necessary soft skills for the trainer. During those modules a training design is created which is equivalent to an initial product, ready for the market. For me this was the biggest impact as I gained the confidence to do it successfully. The feedback from the trainer and other participants is fair, detailed and very helpful for your continued development.

The modules of „moderation“ and „simulation“ transfer the knowledge of a successful moderator who is able to create and adjust simulation according to the business context that is needed. We have some good simulations come out of this and I am curious to see the first book written!

The trainers are passionate about IBT/M®. The mix of participants from very different professional and cultural backgrounds and experiences is very valuable and make an optimal learning possible. The atmosphere of the training days is extremely comfortable. I can recommend staying in the hotel with excellent service which made it possible to strictly focus on learning.

Personally I have gained a lot: know how and confidence as a trainer, a good time and fun while learning, a network and friends. Thank you to everybody in the group for making this an unforgettable experience.

Specific thanks goes to Gary Thomas, Brigitte Speicher and Susanne Dranz for their drive, professionalism and enthusiasm and who have provided a shining example of a trainer. My expectations have been overachieved.

Thank you!

Anja Gnaedig



Personal Profile

My place was Dresden until my parents decided to accept an international assignment in Beijing, China. As a child I learned how to adapt quickly and how it is possible to find a mutual language to play with children of other cultures.

During my university I have worked one year in a multinational company in the United States. I continued my career selling training products for a global software company in Dublin. After two years the company provided the possibility to move to Berlin to work for an international team selling into pan european accounts. After being responsible for the marketing of this team I decided to extend my experience to small and medium sized companies in Switzerland.

Having experienced different cultures and what drives a customer decision to spend money with a company, I would like to share the experiences and support companies and individuals in reaching their targets, specifically in cross cultural projects.

Please feel free to contact me!

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