

CAMPUS MAINZ
CAMPUS POTSDAM

**START-UP GERMANY TOUR
SEPTEMBER 2020**

GERMAN BUSINESS CULTURE 2020



**Marionela
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International Coach
Federation

YOUR LECTURER:

2017 – present **Lecturer in International Project Management, Executive Coaching and Negotiations**

2019 – Program Manager for the European Mentoring Program of PMI

10/2011 – present **Leadership & Performance Management Coach (HR consultancy projects), People Development**

08/2007 - 09/2011 **Regional Manager, Leadership Trainer and Coach (HR consultancy projects)**

07/2005 - 09/2007 **Human Resources Director- Retail sector**

01/2003 - 06/2005 **Human Resource Manager Pharma sector**

01/2000 – 12/2004 **Senior Training & Development Specialist Pharma sector**

Work Languages : English, German, Russian, Bulgarian

About me : **Marionela Bojkova, PCC**

Professional Certified Coach accredited by the International Coach Federation

Focus:

**LEADERSHIP & PERFORMANCE COACHING
TEAM DEVELOPMENT COACHING**

PROGRAM MANAGER OF THE EUROPEAN MENTORING PROGRAM OF PMI

**FORMER VICE PRESIDENT PEOPLE RELATIONS AND HUMAN RESOURCES PMI
CHAPTER COLOGNE**

**DOZENT INTERNATIONAL PROJECT MANAGEMENT, NEGOTIATIONS AND
EXECUTIVE COACHING AT COLOGNE INTERNATIONAL BUSINESS SCHOOL**



Work experience

- Executive Coach - Over 15 years of experience in HR consulting, Executive coaching and Team development in over 20 countries in Eastern and Western Europe for major international clients.
- Over 500 seminars and workshops in the field of soft skills.

<u>Energy sector</u>	<u>Production companies</u> <u>Heavy industry</u>		<u>Fashion and textile industry</u>
			
			
			
			<u>Volunteer and NGO</u>    <i>References upon request</i>
			
			



Setting goals – how much, by when?

CLARIFY YOUR GOALS FOR GERMANY



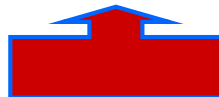
Very well



I would like it



I must



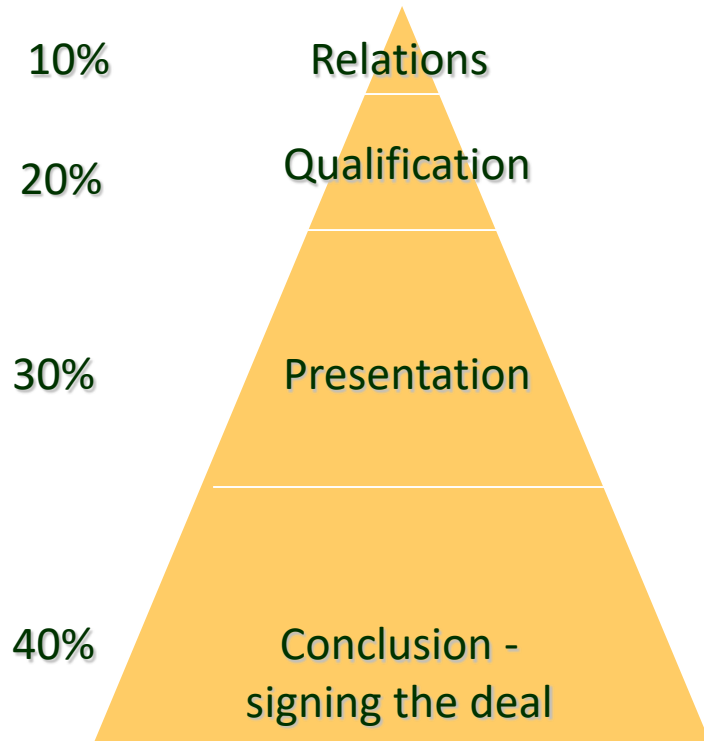
I will give up/walk away



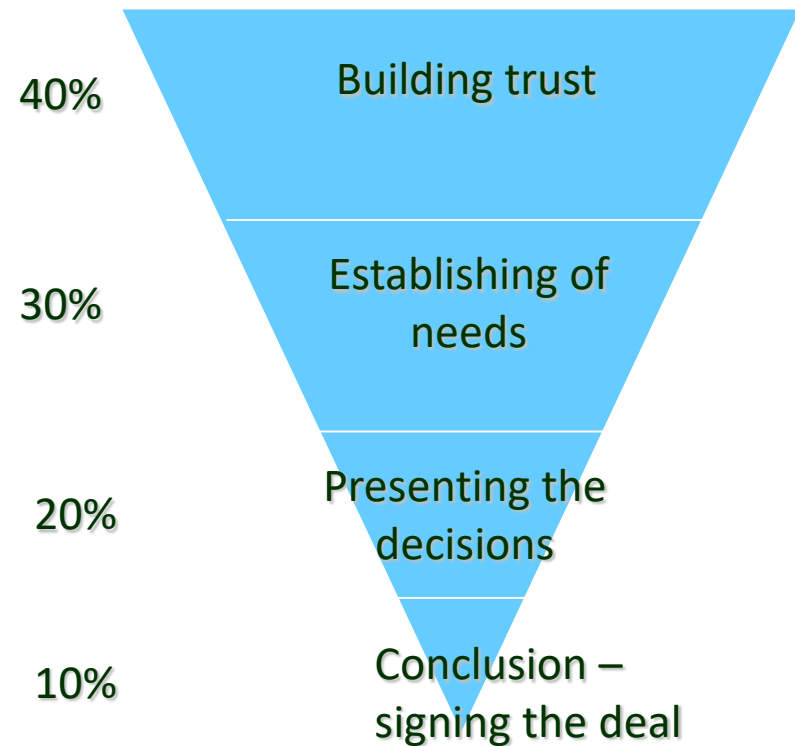
Business deals in a VUCA world ...

Our world is Volatile, Uncertain, Complex and Ambiguous

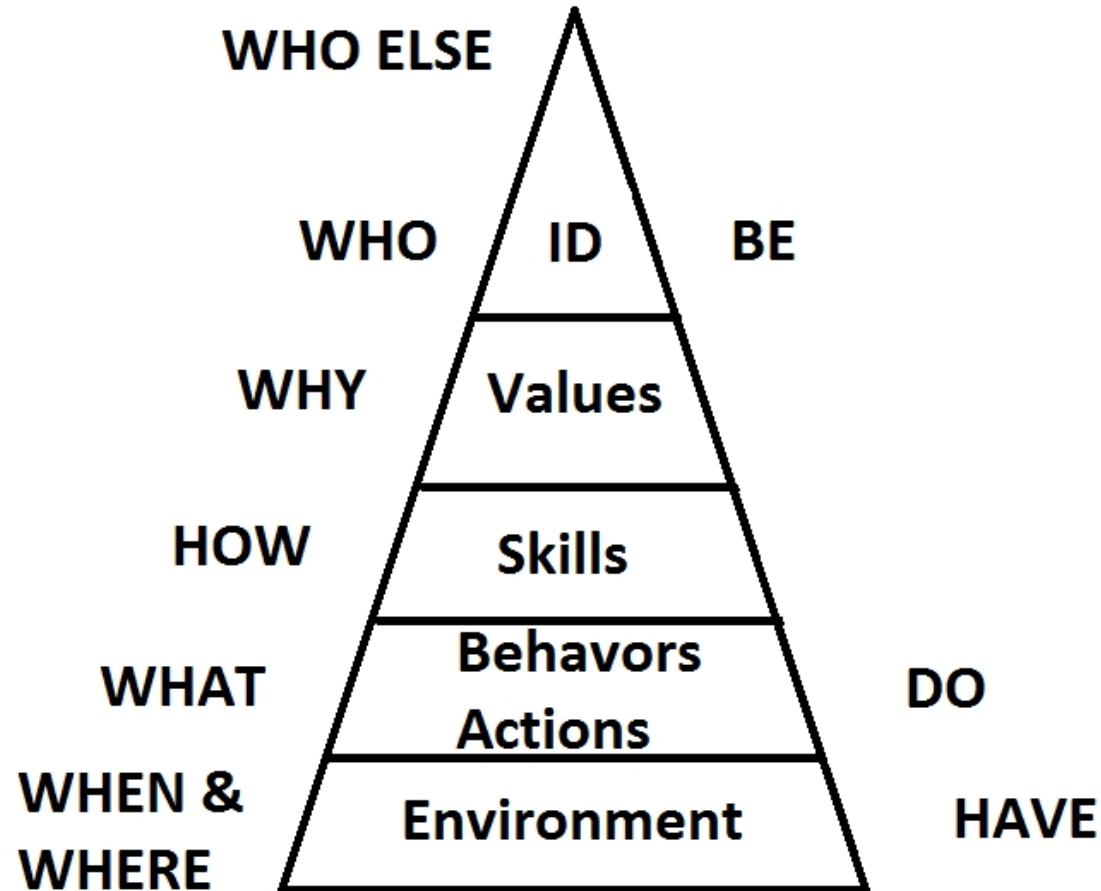
Old model



New model



Pyramid of Trust





Building Trust

People like and trust people like themselves, or like the ones they want to be.

You have to show sameness and understanding of the local culture

- Germans are used to work with abundance of resources and specialised resources – multi-specialisation is not welcome
- Your office, house, computer is important
- Newest technology and social status show that you can be reliable and will stay as supplier long
- Barbeque → sports and communities, carnival communities, business associations and communities
- Drinking beer (both men and women) – social connections
- Social work - very highly appreciated
- Cooking together (free food phenomena) → Urlaub and Sports topics

Remember! Always act as if you already have trust .



Building of Trust

- Country of organizations and associations - Vereine (sports, hobbies, politics, carnival etc.)
- Networking events appreciated
- Country of family business (highly valued) Over 60% of businesses are family businesses
- Talking about your Husband/Wife opinion, life advice - valued
- Get ready to speak German (web pages, meetings, life)
- Speaking languages valued and is a sign of higher education
- Values → Family, Neighbourhood, Old friends, Grandparents honesty, loyalty, social contribution, compassion.
- Need to work for a mission--saving, helping, care and help!
- Quality and innovation in words and in practice (newness)
- Digitalisation and disruption



Business Culture

- Businesses are digital → marketing!
- Businesses look on the whole world as potential → think big (Africa, Asia, Americas)
- You need to have good connections, friends, supporters - join a start-up community, Linked-in community, World Organisation with branches in Germany
- University Doctors degree highly valued, licenses and certifications
- There is core separation men women (whole industry only for women) Job fairs, social events, organisations etc.
- Ladies, please be clothes conservative , white shirt, trousers, showing you care about family, husband, kids and this is more important
- NGO and Start-ups → be informal, “young” show that you know young language terms (Netflix)



Business Culture Tips

- Get to know your customer well – their needs and way of working!
 - Here are located the headquarters of big companies– you can not reach the CEO....look for the right contact – the decision maker
 - Big companies – very hierarchical + work with suppliers big companies
 - Check your competition + possible cooperation with local competition
 - Writing a good business letter is important
 - Replies – take a week or two, often- a polite “no”
 - Join on-line Fairs and on-line professional events
 - Start-up hubs and co-working spaces have on-line events
 - Big companies have internal Start-ups try to connect
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Business Culture Tips

- Make your package, so that people can easily recommend without having to prepare anything!
- Here are located the headquarters of big companies– you can not reach the CEO....look for the right contact
- Big companies – very hierarchical + work with suppliers
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- Writing a good letter is important
- Replies – take a week or two, often- a polite “no”
- Join on-line Fairs and on-line professional events
- Start-up hubs and co-working spaces have on-line events
- Offering help sometimes is just showing others that you are successful (you may not get this help later) be active.



Business Culture Tips

- Use University students from your country as contacts
 - Guarantee up-dates of your product
 - Guarantee that you are stable enough on the market to deliver what you have promised in 3 to 5 years
 - Be ready your product to receive criticism – here feedback means criticise and is accepted as positive act
 - Try to focus on a specific target group – don't try to be everything for everybody – specialization is valued here
 - If you create events – culture of last minute cancellation – invite more people – at least 20% will cancel
 - All international associations have German equivalents – they operate in German language
 - Be persistent – building your Brand and Image takes time
 - If you are good expect direct competition
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GOOD LUCK IN DEVELOPING YOUR BUSINESS IN NRW, BEST START-UP BUSINESS LOCATION IN GERMANY !

Thank you for your participation
in the IHK Webinar

With Marionela Bojkova

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