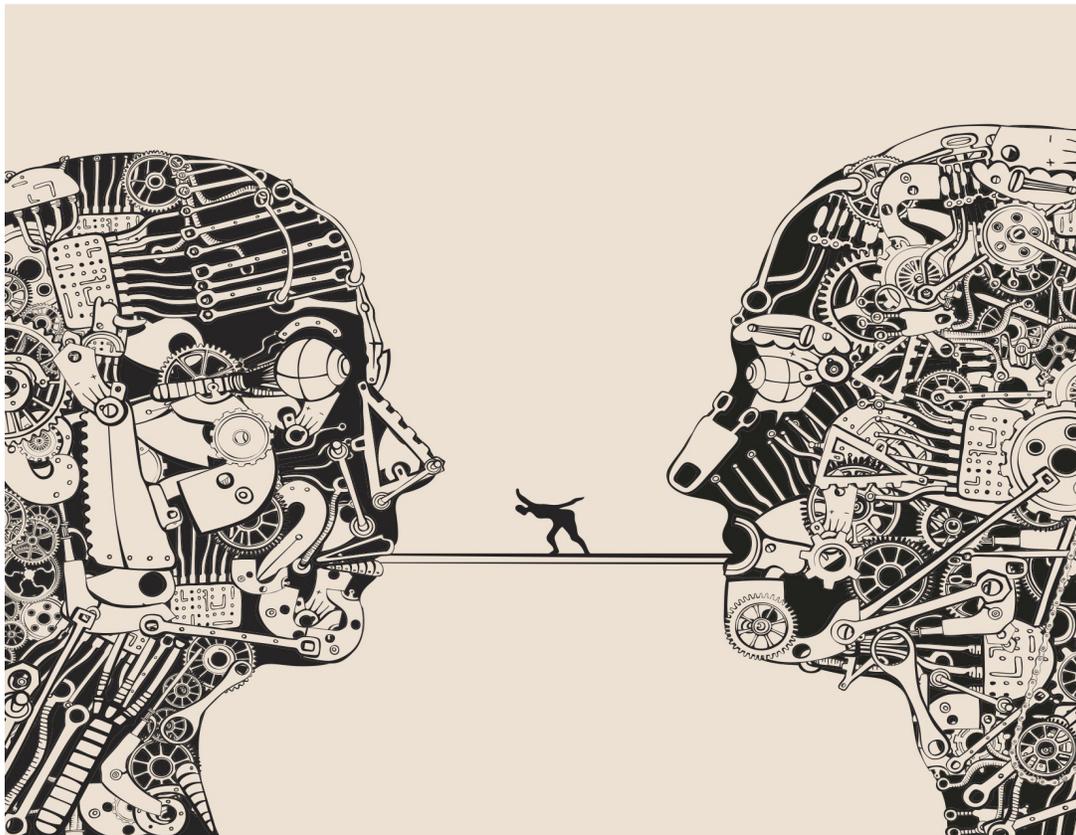


FERENZ
INTERCULTURAL COMMUNICATIONS CONSULTANCY



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INFOSHEET

INTRODUCTION

Culture molds all forms of social interaction. It is the groundwork on which communication is built and offers communicators of the same background direction and security through a shared frame of reference.

However, from the moment you decide to venture into *terra incognita* you will have to manoeuvre through an unfamiliar “cultural landscape” that offers you little footing. This can lead to insecurity and serious miscommunication with your counterparts, clients and target groups, thereby creating intercultural deadlocks and obstacles to success.

Ferenz supports businesses, NGO's, governments and individuals with cross-cultural and cross-border activities. We offer thorough and made-to-measure consultancy and training aimed at preventing and resolving intercultural miscommunication and misinterpretation. Our services are based on first-hand experience and in-depth research.

BRIDGING THE DIVIDES OF CULTURE

Ferenz believes that cultural differences cannot be ignored. Learning to acknowledge and accept that people differ according to their cultural backgrounds is the first step towards mutual understanding. It is our mission to contribute to success by bridging the divides of culture.

CULTURAL CARTOGRAPHY

Ferenz can support its clients by mapping “ the cultural landscape” they (will) operate in. We conduct bespoke research, deliver strategic advise

and dedicate consultants on short notice to help you overcome any cultural obstacles your organisation might experience.

TRAINING

Ferenz offers various training modules, all with the purpose of enhancing our client's intercultural competency and awareness. We strive for the creation of intercultural empathy and effectiveness, thereby augmenting the ability to recognize those beliefs, attitudes, values and perceptions that guide our own and our counterparts' behavior and choices. Our training modules are specifically attuned to our clients wishes. Ferenz can offer training as diverse as intercultural negotiations, Intercultural acquisition and cross-cultural adaptation (for those settling in a new cultural environment). Our training can either take place in-house or *extra muros*, i.e., in culturally challenging environments, and sometimes even in the specific culture-bearing-country.

OUR NETWORK

Ferenz believes that thoroughly understanding culture requires lengthy societal immersion. Both our consultancy and our training services rely on an ample network of businessmen, scholars, and other experts who have worked and lived protractedly in a specific culture and whose experience and local knowledge can contribute to our client's success

CONTACT

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