

Cross-cultural training – Indispensable for smooth, painless social integration



Auris offers bespoke advice and coaching on the art of fitting into your new environment.

We live in a globalized, interconnected world, where colleagues, business partners and customers hail from a wide range of different cultures. Being able to understand and communicate smoothly with them is often mission-critical. Cross-cultural training can help us to achieve just that.

At Auris Relocation, our qualified cross-cultural training specialists help newcomers to Switzerland interact successfully with their new teams and host-society and avoid pitfalls. This kind of training reduces culture shock for international assignees and increases the likelihood of a successful posting abroad. At the same time, it helps them better communicate with their colleagues, establish bonds, and build respect, trust, and ultimately, success in the workplace.

No less important than fitting into the business environment is cultural integration in daily life. And for this reason, Auris Relocation offers cross-cultural training specifically dedicated to the needs of accompanying family members to facilitate their first steps in a new cultural environment.

Cross-cultural training inbound

The training focuses on transferees and their family members upon arrival in Switzerland. Individual training programmes and small, interactive group sessions are available, both face-to-face and by distance learning.

Individual sessions start with an initial phone or video call, during which we assess the level of international experience of the transferee and their family and define their objectives. By clarifying each family member's specific needs, expectations and possible worries, we can improve their integration and give them the keys to a successful assignment in Switzerland both from a professional and personal perspective.

Once transferees and their families arrive in Switzerland, training continues with face-to-face sessions. The sessions provide an interactive initiation to cultural diversity and dimensions while dealing with culture shock, improving cultural intelligence and maximizing local integration for the family.

All sessions include an introduction to Switzerland's history and politics and an in-depth understanding of the local values shaping our everyday behaviour in business and private life. In addition, the programme is designed to develop effective communication, build trust across cultures, and maximize integration in any new cultural setting.

We discuss Swiss values and their influence on transferees' business and social life, provide tips and tricks to improve effective communication and build trust across cultures. Finally, we assist in defining global skills development goals and an action plan for assignment success.

The above approach also applies to sessions in smaller groups of different transferees and family members. A group workshop often involves games and role-play. Specific information and talks on the peculiarities of Switzerland help newcomers understand the issues that apply to particular regions.

Cross-cultural training outbound

Transferees leaving Switzerland for destinations worldwide benefit from cross-cultural training that focuses on the customs and expected forms of personal interaction in the region to which they are heading. These training sessions generate enhanced cultural awareness and include country-specific know-how, alerting transferees to the fact that some actions thought entirely normal in western society can be inappropriate in others.

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Language training

Learning the local language is one way for transferees to show they are serious about fitting in with their new surroundings. Auris Relocation helps clients and their employees define language training objectives for assignments in Switzerland and abroad and to manage their expectations. Individuals need to be made aware of the time and investment required to achieve specific linguistic goals. Auris does not run in-house language training but works with specialized language schools that offer courses ranging from group sessions to total immersion.

Job search advisory

Often only one partner has secured employment in Switzerland, and this is a concern for transferees. Auris supplies initial coaching on finding a job in Switzerland, advice on language lessons, sources for employment offers, preparation of a CV, interview etiquette and an overview of the local job market.