



# SUCCESS THROUGH: *People*

GEWK HR DEVELOPMENT AND MANAGEMENT TRAININGS



› INTERNATIONAL  
MANAGEMENT ACADEMY ◀



» **Success through: People.**

» A statement as simple as it is significant. Ponder the thought and ask yourself: what is the underlying cause of your economic successes and losses, what is ultimately responsible for the implementation of all your plans, your good services and your company culture? And: what lies behind the numbers?

In last consequence it is always the people who are at the base of all successful company endeavors. People who carry the projects and fill them with substance, who bring them to fruition with their drive, and who lead them to success with their professionalism.

Not written down guidelines make up your corporate values, but solely your employees. It is they who secure the future – through their skills, their individual decisions, their loyalty and through giving their very best every day.

So what could be a better investment than in people? «

Patrick Cabalzar  
Executive Director

» MANAGEMENT TRAININGS

» HUMAN RESOURCES  
MANAGEMENT

» INTERNATIONAL SERVICES

» ABOUT THE GEWK

› MANAGEMENT TRAININGS



THE BEST INGREDIENTS DO NOT MAKE A *gourmet chef*



› **Well meant is not necessarily well done.** What good are premium ingredients, when the recipe is lacking?

Our management trainings are based on solid foundations – which ensure that they can be implemented concisely in order to bring about long lasting effectiveness. The underlying reason why we combine classical human resources consulting with an extensive management training portfolio.

› **No training »off-the shelf«:** Every management training is custom tailored exactly to your needs and possibilities. This is our expertise:

We implement our human development know-how in our trainings and design the contents and goals according to your specific objectives. Case by case this may not need much: The intelligent combination of different topics, the specific use of feedback instruments or the communication via exclusive online training platform can sometimes »work miracles«.



› **You do not believe in miracles?** Our methods have nothing to do with magic: the training phases simply reflect your business – how your work processes interface, how your departments work together, how your company is structured.



Whether you are looking to develop leadership effectiveness, communication skills or sales proficiency, whether in English, French, Russian or German: we offer trainings for the actual business practice – interdisciplinary, long lasting and: dynamic.



› MANAGEMENT TRAININGS

LEADERSHIP AND PERSONAL SKILLS	› LEADERSHIP	› SALES	› PERSONAL SKILLS	› COACHING
	› COMMUNICATION	› TEAM TRAINING	› BUSINESS LAW	› BUSINESS ADMINISTRATION
	› PROJECT MANAGEMENT	› IT TRAININGS	› QUALITY MANAGEMENT	› MARKETING

INTERDISCIPLINARY KNOW-HOW

➤ HUMAN RESOURCES MANAGEMENT



SMOOTHER SAILING  
WITH A *practiced team*



➤ **Personal discovery can be exciting** – but having someone with experience on board, will definitely get you where you want to go.

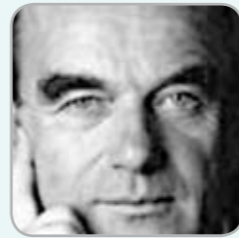
We consider good human resources management vital for company success. We show you exactly what support and freedom your human resources management needs in order to make your employees fit for the future.



➤ **Don't run faster than your feet can carry you:** If you have grown too fast, if you are implementing a merger or if you simply want to raise the effectiveness of your HR Management – our HR Consultants offer 100% support. From project analysis, to strategy consultation, to special project or interim management. With innovative strength and a lot of experience in all industries.



And if you want to train your HR Team or want to freshen up their knowledge, we will design the appropriate training for you.



» In crisis and when times are good leadership is the key: if you do not lead in crisis and guide in a world of change, you fail. Decisive leadership enables strategic turnabouts, high performance through better cooperation, successful innovation, lower sick rates and much more, and, if you want, profitable business ethics.«

Prof. Dr. Dr. Frank D. Peschanel, Member of the GEWK Academic Board

➤ HUMAN RESOURCES MANAGEMENT

- HR MANAGEMENT PROJECTS**
- HR Strategy and Policy
  - HR Management Processes
  - HR Marketing
  - Workforce Expansion and Reduction
  - Leadership Instruments
  - Target Agreements
  - Internationalization
  - Salary and Incentive Systems
  - Employee Surveys
  - Post Merger Integration
  - 50+ Models/ Partial Retirement Schemes
  - Outplacement Measures

- HR DEVELOPMENT PROGRAMS**
- In-house and Customer Schooling Centers
  - Management Development Programs
  - Trainee and Talent Promotion Programs
  - Skill Profiles
  - Potential Assessments/ Assessment Centers
  - Management Audits
  - Succession Planning
  - Management Feedback
  - Employee Databases

- INTERIM MANAGEMENT**
- Temporary Appointments for Positions
  - Special HR Expertise for Special Projects
  - Temporary Fill-in of Employment Gap
  - HR Services
  - HR Support for Start-up Companies

## INTERNATIONAL SERVICES

### INTERNATIONAL PROJECT MANAGEMENT

**Make your foreign business a home game.** A successful international expansion encompasses much more than a strategic orientation in a new market and in a different culture. If you want to secure your position in the international markets of the world, you have to take into account many practical and other more sensitive factors.

The new location, the mentality of the people, the dealings with public agencies and the negotiations with local business partners – the Project Management of the GEWK shows you how you can establish your international business quickly and successfully.



### INTERCULTURAL TRAININGS

**Touching down safely on foreign soil.** The importance of cultural difference in doing business is without question. Our intercultural trainings school your specialists and managers in everything they need for their international projects: the criteria for the implementation of an effective sales force, the idiosyncrasies of the local market, the coming together of different business mentalities in international teams, the preparation of your employees for international activities and above all: the transfer of your company standards into a different culture.

DO YOU KNOW WHAT YOU ARE GETTING YOURSELF *into?*

### SCOUT & DECISION SERVICES

**How can you get to know a country better than on location?**

We organize qualified business tours that leave a lasting impression and give you experience and know-how. Accompany us to the economically most attractive regions and financial centers of the world: A unique exposure to the culture and business mentality of your target market and a vital foundation for your international activities.



#### Cooperation

We work together with international networks, renowned business institutions and international organizations – in order to reach the maximum benefit for you!

With our international partners and our experienced trainers and consultants we pave the way for your international expansion and your cooperation with foreign business partners.

How may we serve you?

» Europe is in transition. New markets and perspectives are emerging in the economy. New sales markets are unfolding. The free market systems have to be lived - then they will create a new quality of future. We offer support in the design of this future. «

Prof. Dr. Walter Kessel  
GEWK Academic Board



> ABOUT THE GEWK

AFT FÜR EUROPÄISCHE  
DUNGSKONZEPTE MBH <



## THE THRESHOLD TO SUCCESS: WELCOME TO THE **GEWK**

> For more than 10 years the GEWK International Management Academy has been the preferred choice for providing professional management training programs for businesses of all industries in many countries.

Small companies profit from our cost consciousness, medium-sized companies and international players appreciate our extensive training portfolio.

The common thread in all our activities: our trainers and consultants are active practitioners that train your staff for their real work situations. Professionally, innovatively, solution-oriented – with a sure feeling for what is possible. This makes us your strong partner for the development of your company and the people behind it.

> **GEWK mbH**

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