



**EARTH
LEADERS
IMPACT**

Business
Development &
Cross-Cultural
Communication

Cross-Cultural Etiquette

Doing Business in Romania

Factors to Consider



1. **NEGOTIATING GOAL:** CONTRACT OR RELATIONSHIP?
2. **NEGOTIATING ATTITUDE:** WIN-LOSE OR WIN-WIN?
3. **PERSONAL STYLE:** INFORMAL OR FORMAL?
4. **COMMUNICATION:** DIRECT OR INDIRECT?
5. **SENSITIVITY TO TIME:** HIGH OR LOW?
6. **EMOTIONALISM:** HIGH OR LOW?
7. **FORM OF AGREEMENT:** GENERAL OR SPECIFIC?
8. **BUILDING AN AGREEMENT:** BOTTOM-UP OR TOP-DOWN?
9. **TEAM ORGANIZATION:** ONE LEADER OR GROUP CONSENSUS?
10. **RISK-TAKING:** HIGH OR LOW?

Our cross-cultural effective consultancy enables you to understand your Romanian counterpart better and to anticipate possible misunderstandings during your negotiation process. Its effective framework will cover the Romanian ways of carrying out:



**BUSINESS
TRANSACTIONS**

NEGOTIATIONS

**DISPUTE
RESOLUTIONS**



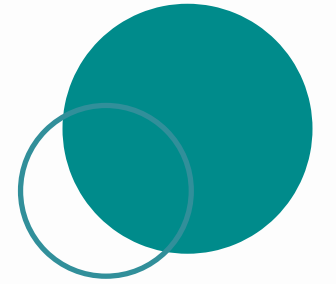
THE ABILITY TO ADDRESS
PROBLEMS BEFORE THEY
BECOME POTENTIAL
DEAL-BREAKERS OR
MASSIVELY COSTLY.

CUTTING EDGE CROSS-
CULTURAL CAPABILITIES
THAT WOULD OTHERWISE
BE UNATTAINABLE.

ENHANCED DECISION-
MAKING AND REDUCED RISK
IN CROSS-BORDER
PROJECTS AND ACTIVITIES

Your
organization
will achieve:

Delivery Methods



1:1

IDEAL FOR FOREIGN INDIVIDUAL PROFESSIONALS AND MANAGERS DOING BUSINESS IN ROMANIA. ONE-TO-ONE INTERACTION PROVIDES TRULY PERSONAL MENTORING TO ENSURE A SUCCESSFUL UNDERSTANDING OF THE CROSS-CULTURAL BUSINESS ETIQUETTE.

TEAM

THE MULTI-LEVEL TRAINING OF THE PARTICIPANTS IS PLANNED AND IMPLEMENTED TOGETHER WITH OUR CUSTOMERS. WE ASSIST TEAMS AND ENTIRE BUSINESS UNITS. ALL MODULES CAN BE VARIABLY COMBINED AND TAILORED TO THE NEEDS AND KNOWLEDGE OF THE PARTICIPANTS.

