Analysis of intercultural education for intercultural trainers in the USA and Germany
Consulting Project International Market Research for World Academy
Analysis of intercultural education for intercultural trainers in the USA and Germany

The main goal was to analyze the market of intercultural education for intercultural trainers in the USA and Germany in order to start offering the train-the-trainer program in Germany. The objectives were to gather success factors of market players, to propose recommendations for the train-the-trainer program and to give an overview of the German market to develop uniqueness in intercultural qualification such opportunities and establish the best entry strategy for each product.

World Academy
The World Academy is part of the Salaw Group known for automotive consulting services worldwide. This includes strategy development, conflict management, management consulting, and international project implementation.

The World Academy consists of four business areas:
- German expatriates and managers abroad
- Integration of foreign expatriates and managers
- Intercultural consulting and strategy development
- Special events and basic training and coaching

Results
After analyzing the gathered data, the team discovered different vital factors for intercultural trainers. The most important of these were international experience, labor experience, social skills and intercultural competence. Another finding was the different combination of theoretical and practical methods. For example, the US tends to start with an experience such as role-plays or simulations followed by theory whereas in Germany the basis is theory which is then applied into practice.

Based on these findings, the team could provide recommendations to be unique: a combination between theoretical and practical approaches — requirements that an intercultural trainer should have and what an intercultural train-the-trainer program could be like.

International Experience

<table>
<thead>
<tr>
<th>Social Skills</th>
<th>Labor Experience</th>
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</thead>
<tbody>
<tr>
<td>Predisposition and motivation</td>
<td>Bachelor Degree</td>
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<td></td>
<td>Foreign Language</td>
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<td></td>
<td>Be flexible and open-minded</td>
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</tbody>
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The team was faced by many internal and external challenges: its multiculturalism, language problems, communication and understanding, a new business field and research methodology. By time, however, the team seemed to find its way and produced adequate recommendations and a professional presentation. Congratulations!