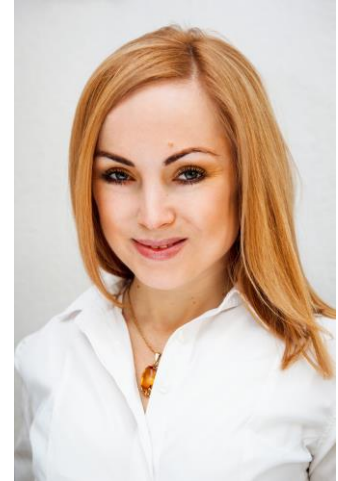


## Anna Lassonczyk

**Graduate of International Business and Cultural Studies, certified intercultural trainer, author, master facilitator, coach and consultant for business affairs and differences in mentalities related to people from various countries.**



The first 19 years of her life, Anna spent in Poland until 2003, when she moved to Germany. There she completed her studies in “**Languages, Economics, and Cultural Areas**” with a concentration in Intercultural Communication. Since 2010, Anna has run her own business in Cologne supporting companies, institutions, and private clients in their international business ventures. She prepares her clients for work in multicultural teams in the international market and especially makes them conscious of cultural differences and their personal cultural influences.

Anna has gained wide-ranging **experience** in her field by working at Daimler Chrysler Ltd. in Customer Relationship Management, developing concepts for integration programs at EC Cambridge in the United Kingdom, in International Personnel Development at ICUnet.AG PLC, serving as a hostess for political officials and other well-known personalities including Madeline Albright, as well as acting as the international business liaison for DAKO Ltd. She is an Intercultural Communications guest **lecturer** at the University of Cologne, University of Passau, UBI Luxembourg, and for the German Chamber of Industry and Trade in Poland. She has been **entrusted** by businesses and institutions such as PUMA SE, Bayer AG plc, Carl Zeiss plc, European Investment Bank, Harz School of Applied Science, The Republic of Poland’s Consulate General Department for Trade and Investment, OpSec Security plc, Trade faire Cologne Ltd, Mövenpick Hotels & Resorts, ATM plc, and others. Instead of writing a comprehensive list we invite you to experience for yourself the benefits that come with understanding cultural differences.

- Perhaps you have found yourself among **people from a different cultural background** and despite your excellent language and communication skills in your home country, this intercultural contact makes you feel uncomfortable, strange, and powerless as you confront conscious or subconscious cultural barriers?
- Perhaps you have a **great product or service** and you ask yourself, how to successfully establish it in the global market? Perhaps you have already tried to promote it across borders and it fell through, you have experienced firsthand how hard it can sometimes be to **break the ice abroad**?
- Maybe you work on international projects or lead **multicultural teams** and you run into challenges caused by **differences in mentality**? You wonder how the others can be so unreliable, how can one work like this?

- Or perhaps you are not at all aware of how many faux pas you have already made and how much money and **missed opportunities** your **lack of knowledge** of cultural differences and **capably handling** the differentness of foreigners has cost you?

After living 19 years in Poland, 14 years in Germany, and realizing projects in Cambridge (England), Auckland (New Zealand), and Trivandrum (India), as well as operating in the international market, Anna daily experiences differences between people from various cultures. She has many **practical tips** to offer you which you can apply to easily to arrange your work together with foreigners successfully.

As a certified Intercultural trainer and graduate of International Business and Cultural Studies she is equipped with **specific and current know-how**, which is useful for business on an international level. She is glad to share her expertise with you and present the latest research findings and trends so that **you too** can be an **expert** in this field and take on the world market.

In the **seminars**, you have the opportunity to **participate in practical group exercises dealing with various situations and scenarios**, you can immediately benefit from this experience by applying the skills you learned to your next intercultural interactions. Additionally, at public seminars you will meet people from other companies and fields giving you a valuable networking opportunity.

**Individual Coaching** means full attention and knowledge for you. Opting for an individual coaching session you will save time and we will focus **exclusively on your personal needs and requests**.

She supports you not only in being successful in the international market, but also by **broadening your horizon** and **realizing your biggest dreams**. Furthermore, if you are **aware** of the impact of culture and social programming you can **design your life more consciously** and to **live the way you really want**; in harmony with your preferences, predispositions, and personality.

**We wish you Intercultural Success,  
A feeling of deep satisfaction and happiness,  
As well as the courage to achieve your biggest dreams.**



Anna Lassonczyk and Team

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