

Leading the Dutch successfully!

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You can score!

After Guus Hiddink led the Koreans successfully, now we invite you to learn how to do the same with the Dutch!

Being successful in one culture is no guarantee for being successful in another. Four decades ago a well-known multinational encountered difficulties when it sent its best managers from the USA to Germany, China etc. Most of them completely failed!

Scientific research by prof. dr. G. Hofstede brought up very interesting cultural dimensions, which provided very strong managing tools. Leadership itself was also subject of studies which led to many psychological insights and skills.

Managers who are aware of these insights know how to push the 'right buttons' of their employees, from any culture!

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Yvonne Verhoeff (1952) began her career as a teacher, learning the Dutch language to foreign children and teaching the teachers this skill as well. Subsequently she taught the Dutch language to adults coming from all over the world and she followed a study to become 'trainer in communication- and leadershipskills' at the Academy for Trainers in Amsterdam. This opened the world of intercultural communication for her. She discovered the knowledge of the founder of intercultural insights, Geert Hofstede, as well as Trompenaars and many others. She also joined the Society for Intercultural Education, Training and Research in which she plays an active role.

After 10 years of training 'leadership and motivation' and 10 years of training intercultural communication, Yvonne Verhoeff now combines the two in a special personal coaching or group training for foreign managers working in the Netherlands:

Leading the Dutch Successfully!

Capable managers can achieve better results when they know more about the Dutch!

When you are interested in this knowledge, please contact:

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Organisatie diagnose advies **Trainingen**

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