



LIVING AND WORKING IN **SERBIA**

INTERCULTURAL PREPARATION  
TRAINING FOR EXPATRIATES  
(AND THEIR FAMILIES)

> **ARE YOU** MOVING TO SERBIA ?

> **DO YOU** WONDER ABOUT SPECIFICS  
OF SERBIAN BUSINESS CULTURE ?

> **WOULD YOU** LIKE TO KNOW MORE  
ABOUT SERBIAN ATTITUDES  
TOWARDS FOREIGNERS ?

> **ARE YOU** INTERESTED IN FINDING  
OUT ABOUT CORE CULTURAL  
VALUES IN SERBIA ?

> **WOULD YOU** LIKE TO BETTER  
UNDERSTAND THE BEHAVIOUR OF  
THE LOCALS ?

> **WOULD YOU** LIKE TO GET A BETTER  
UNDERSTANDING OF THE HISTORY,  
ECONOMY AND POLITICS OF SERBIA ?

> **DO YOU** WANT TO HAVE A SMOOTH  
TRANSITION INTO YOUR NEW SOCIAL  
AND CULTURAL CONTEXT ?

> **DO YOU** NEED TO GET MORE  
PRACTICAL INFORMATION ABOUT  
LIVING IN BELGRADE AND SERBIA ?

> **WOULD YOU** LIKE YOUR STARTING  
PERIOD IN SERBIA TO BE MADE  
EASIER FOR YOU AND YOUR FAMILY ?

IF YOU HAVE ANSWERED **YES** TO MOST OF THE ABOVE  
QUESTIONS, THEN THIS TRAINING OPPORTUNITY IS  
DEFINITELY FOR YOU.





“  
THE  
KEY TO  
SUCCESS IS  
THE EFFECTIVE ADAPTATION  
TO THE NEW  
CULTURAL  
CONTEXT  
”



## LIVING IN SERBIA!

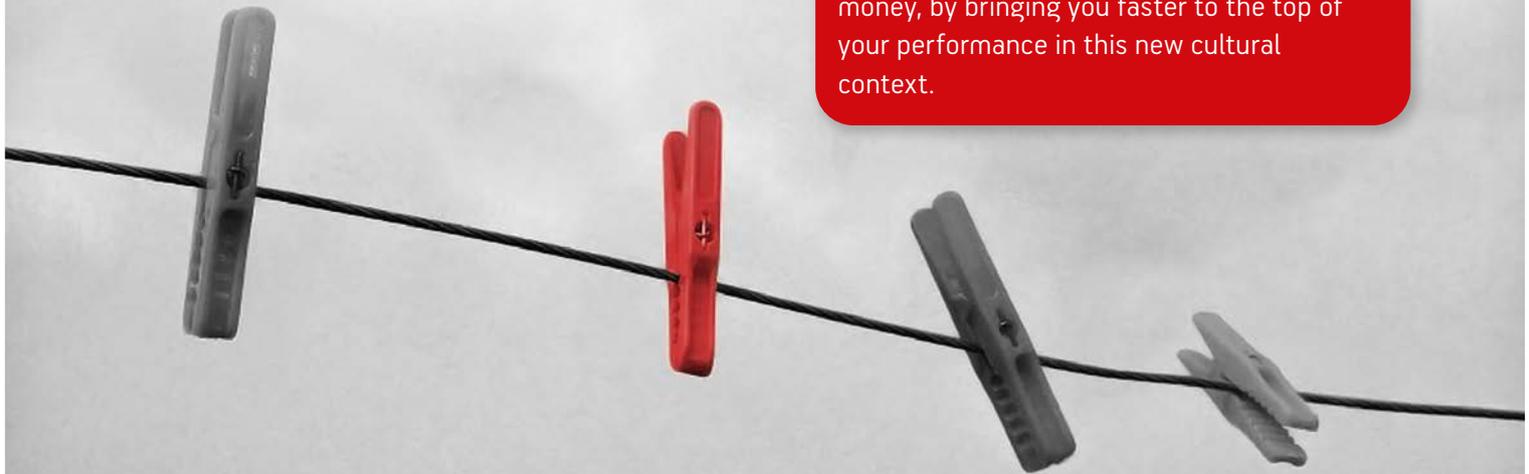
**F**or expatriates, life in Serbia can be an amazing experience, but it can also be a nightmare. The key to success is the effective adaptation to the new cultural context, both in the work setting and the daily life. In order to facilitate a smooth adaptation, 'Living and Working in Serbia' will help you better understand some of the local customs and unwritten rules, it will also provide you with useful tips for life in Serbia.

Expatriation itself is not just an exciting professional challenge, it is also a challenging experience for families and relationships. This course takes into account not just the need for a successful adaptation of the employee, but of the family as a whole.

## DOING BUSINESS IN SERBIA!

**F**or working successfully with your Serbian colleagues and partners, you need to know the dominant Serbian styles in communication, negotiation and leadership. At the same time, it is also very useful to know key historical, economic and political data and how these affect corporate relations. Only a better understanding of these culturally shaped expectations will help you in adapting your own approach for achieving better results in your new cultural context.

This course will help you avoid 'cultural mistakes' and provide you with non-censored and non-biased information on Serbian culture and how it affects both daily life and doing business in Serbia. Your participation in the course will save you time, energy and money, by bringing you faster to the top of your performance in this new cultural context.



## LIVING AND WORKING IN SERBIA - KEY FACTS ABOUT THE COURSE:

### AIM:

To facilitate the effective adaptation of expatriates, (and their families), working for Serbian businesses, multinational companies, international organizations, or Embassies in the Serbian cultural environment

### COURSE FORMATS:

Individual, family or group training

### DURATION:

1 or 2 days

### PLACE:

The course is delivered as an 'in-house' programme, the actual location is agreed with the client

### APPROACH:

- Tailor-made programme to suit the needs of each client;
- Interactive, educational, inspiring programme;
- Using of practical examples and case studies;
- Accurate information and up-to-date cross-cultural research data;
- Space for reflection on client's experiences in Serbia so far.

### TOPICS:

- Understanding the concept of culture;
- Serbian culture unfolded: history, customs, unwritten rules, core values, etc.
- Serbian business etiquette: leadership, communication, employee motivation, decision making, negotiations, customer behaviour, etc.
- Cross-cultural research about Serbia;
- Cultural differences explored between the country of origin and Serbia;
- Culture shock and strategies for effective cultural adaptation;
- Practical information about living in Belgrade and Serbia: schooling, child care, socializing, travelling, administration, language, etc.
- Expatriation as an opportunity for developing intercultural competence.

### ADDITIONAL SERVICES:

Intercultural Development Inventory (IDI) assessment; follow up meetings.

### ROI:

The course saves the expatriate's time and energy in understanding potential intercultural challenges. It is a valuable asset for developing effective strategies on how to deal with most challenges that will be faced, thus helping her/him in becoming fully culturally competent and effective at work.



**D**arko's expertise lays in his competence to unlock the power for learning and development in his clients. In his work he aims at integral and long lasting solutions, effectively combining assessment, training, and coaching – thus helping individuals and organizations grow.

His main professional focuses are: intercultural communication; cross-cultural leadership; and intercultural competence development.

He has more than 15 years of training and consultancy experience with corporate, public and non-profit clients. He has provided his services in more than 20 different countries, working in intercultural teams and within international projects.

Darko is a specialist in working with multinational companies and international organizations. Amongst the others he has worked with: P&G; Delhaize; Philip Morris International; Telenor-ProMonte; US Steel Serbia; Schneider Electric; NIS – Gaprom Neft; ERSTE Schtiftung; Michelin-Tigar Tyres; National Bank of Greece; US chamber of commerce in Serbia; Pireus Bank; Council of Europe; European Commission; UNDP; UNICEF; Swiss Development Cooperation Office, (SDC); USAID/Chemonics International; OPTO International, VNG International, etc.



**TRAINER: DARKO MARKOVIC**

## OTHER INTERCULTURAL SERVICES AT INN.SIDE

### 1. TRAINING

- › Intercultural teamwork and teambuilding
- › Cultural awareness and intercultural communication
- › Intercultural leadership
- › Diversity management in the workplace
- › Intercultural preparation for Serbian expatriates for living and working abroad

### 2. COACHING

- › For intercultural leadership
- › For development of intercultural competence

### 3. ASSESSMENT

- › Individual or group assessment of intercultural competence using the Intercultural Development Inventory (IDI)\*

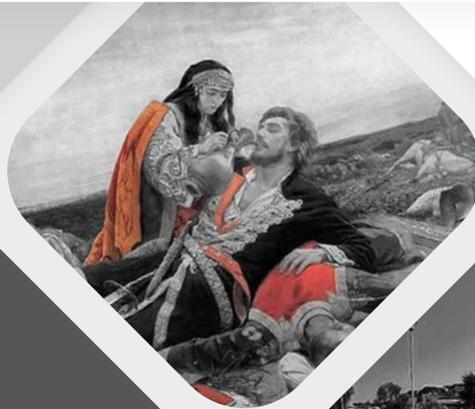
### 4. CONSULTANCY

- › For international projects to be realized in Serbia
- › For projects including an intercultural dimension



\* IDI Certified coaching

"  
IT IS  
VERY USEFUL  
TO KNOW KEY HISTORICAL,  
ECONOMIC AND POLITICAL DATA  
AND HOW THESE AFFECT  
CORPORATE  
RELATIONS  
"



## ABOUT INN.SIDE

*T*he Inn.Side agency for professional training and development of human potentials, is an innovative training company that stands out with its interactive and participative methodologies. Each Inn.Side training is tailored to the needs of each client. The Inn.Side team of trainers have a vast experience working locally, regionally and throughout Europe.

The vision of the Inn.Side agency is the establishing of a learning society, where there are companies that continuously grow through the development of their employees, and that diversity is perceived as a resource, not a problem.

For more information and a detailed offer, please contact us:

**Darko Marković: Intercultural Trainer and Coach**

**Mob: +381-63-8144 740**

**E-mail: [darko@innside.co.rs](mailto:darko@innside.co.rs)**

**Web: [www.innside.co.rs](http://www.innside.co.rs)**

[www.LIVINGANDWORKINGINSERBIA.com](http://www.LIVINGANDWORKINGINSERBIA.com)

Training with passion Learning with smile