



UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA

Erasmus+ Staff Training Programme

FH Upper Austria · Campus Steyr
21 – 22 May 2026 · Steyr, Austria



Erasmus+
Enriching lives, opening minds.



Staff Mobility for Training · KA131

This two-day training programme is open to academic and administrative staff from Erasmus+ partner institutions. Participants may apply for a Staff Mobility for Training grant through their home institution's International Office under KA131. The programme runs entirely in English and totals 11 training hours across two days. A certificate of attendance are provided upon completion. The participation fee is €440, covering all meals, networking events, and training materials. Erasmus+ funding typically covers travel, accommodation, and subsistence, making this a cost-effective opportunity for professional development and internationalization.

Day 1 · Thursday, 21 May 2026

7 training hours

09:15–10:45

Workshop 1 — Creating Cultural Value: Advanced Analytics for Improved Cultural Assessment

Richard Griffith · Erik Hollander

Learn how to use digital data and advanced analytics to assess cultural dynamics within organisations. Through a hands-on M&A case study, you will explore how cultural alignment can be measured, diagnosed, and transformed into a strategic business asset.

11:00–12:30

Workshop 2 — Mutual Learning through Quick Video Cases: "Lemon" Challenges to Long-Term "Lemonade" Well-Being

Volodya Shchegolev · Andreas Zehetner · Paul Bourne · Olga Mondrus

A facilitation workshop using short video cases to address real professional challenges. Participants practise structured problem-solving and resilience-building techniques applicable to cross-cultural work environments.

13:30–16:45

Parallel Session — Participant selects one:

(A) AI Days Workshop · Interreg AT–CZ "AI Catalyst for SMEs" (ATCZ00036)

Practice-oriented training on AI adoption for businesses and higher education — covering the AI Readiness Radar, hands-on AI tool demonstrations, strategic AI implementation planning, and cross-border peer exchange on shared AI challenges.

(B) Business Game — Sustainable Business Model Design

Interactive game-based training exploring economic, environmental, and social dimensions of value creation. Participants apply the Doing Good Business Diamond model to design and critically evaluate sustainable business models.

17:00–18:00

Applied Cross-Cultural Business Lab — Intercultural Strategies in Practice

A structured applied learning session in which participants analyse real cross-cultural business challenges, apply research insights to practical scenarios, and develop actionable intercultural management strategies through guided case discussion and peer exchange.

08:30–10:00

Workshop 6 — From Classroom to Client: Designing a Real-World Sales Challenge for Cross-Cultural Business Education

Jaclyn Schalk

Practitioner-focused workshop on designing industry-integrated sales simulations: consultative sales processes, buyer persona frameworks, cross-cultural communication adaptation strategies, and AI-supported tools in applied business education.

10:15–11:45

Parallel Session — Participant selects one:**(A) Workshop 7 — The Role of Control: Executive Function and Culture**

Explores how self-regulation, perspective-taking, and ethical judgement are shaped by cultural context — and how this understanding strengthens decision-making and interpersonal effectiveness in international leadership.

(B) Workshop 8 — Drumming up Leadership Skills

An experiential session using West African drumming as a lens for organisational dynamics and leadership. Through hands-on rhythm exercises, participants develop communication skills, team orientation, and cross-cultural awareness.

11:45–12:45

Executive Practice Forum — Cross-Cultural Business Insights from Industry Leadership

A closing session bridging academic research and industry practice. An interactive keynote with moderated discussion and peer exchange, bringing together professionals and academics to explore cross-cultural business challenges from real-world perspectives.

Total training hours: 11 · For parallel sessions, the participant selects either option (A) or (B). The chosen session will be indicated on the certificate of attendance.

About FH Upper Austria · Campus Steyr

The University of Applied Sciences Upper Austria is one of Austria's leading universities of applied sciences, with four campuses and a strong commitment to international collaboration and applied research. Campus Steyr is home to the School of Business and Management — offering programmes in Global Sales and Marketing, Digital Business Management, and more — and has a longstanding track record of Erasmus+ partnership activities.

**Venue****FH Upper Austria · Campus Steyr**

Wehrgrabengasse 1–3
4400 Steyr, Austria

Event Coordinators:

Andreas Zehetner: andreas.zehetner@fh-ooe.at or
Lukas Mykhaitza: lukas.mykhaitza@fh-steyr.at



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