

## Our mission

We are convinced that a long-term business success is only possible in the dynamic balance between professionalism and responsibility for people and environment  
Our services at a glance

We focus Russia on our homepage.  
We also offer you equivalent services for Ukraine, Kazakhstan, Uzbekistan or Belarus

### Expatriates

Individual offers for preparation for one of the above-mentioned countries and inter-cultural support

### Personnel Development

Further qualification of Russian specialists and executives on site.

### Intercultural trainings

Trainings on cultural expertise networking in Germany and on site in the particular country

### International Process Consulting

Consulting for change projects in Russia, facilitation of multi-cultural events

In close collaboration with other training companies and consultancies we also offer you services in following areas:

- personnel recruitment (**Scherl und Partner**)  
»100 Fragen zum Russlandgeschäft«
- accounting and business set-up in Russia (**Rufil Consulting**)
- project/claim management (**Gib Academy GmbH**)
- international change projects (**Beratergruppe Neuwaldegg**)



**Dr. -Phil., Dipl.-Päd. Heike Pfitzner**  
Founder STIC, Senior Consultant,  
Head Trainer Personal Development and  
Change-Projects in Russia



**Dipl.-Psych. Oksana Kutsin**  
Junior Trainer, intercultural trainings  
on preparation for the specific country,  
Sales and Service



**Dipl.-Päd. Tatjana Zholtkevich**  
Junior Trainer, the Russian language  
couching, intercultural trainings

## Contact

### STIC – Supporting Teams In Change

#### Germany

Paula-Westendorf-Weg 11  
D-22337 Hamburg  
Phone +49 (0)40-413 576 90  
Telefax +49 (0)40-413 576 89  
Mobile +49 (0)171-545 04 29

#### Russia

Warschawskoje chaussee 42 / offic 2283  
R-115230 Moskwa  
Mobil +7 (0)917-591 75 40

dr.pfitzner@stic-deru.de  
www.stic-deru.de



A way will be  
mastered by  
the one who  
keeps going

Дорогу  
осилит  
идущий



STIC  
Supporting  
Teams In  
Change

## Welcome to STIC – Supporting Teams In Change!



- The Russian market –**  
a riddle wrapped up in an enigma?
- The Russian soul –**  
deep and incomprehensible?
- The Russian bureaucracy –**  
escalating out of control and diffuse?

We will help you to gain safety and illuminative insights as well as save up time.

The team of STIC specializes in providing consulting services to companies that do business in CIS-countries. Our focused country is Russia. The economic crisis is putting many companies' involvement in Russia to the hard test. Executives are being challenged more and more, staff have to assume more responsibility.

How are you experiencing this situation? Are your intercultural teams optimally prepared for these anxious times? How well does the communication between your German head office and your Russian subsidiary function? We do not offer a universal remedy but plenty of ideas and a tool case filled to the rim – in order that your involvement in Russia has got future.

We will give you competent advice.  
Call us up.

## Who do we benefit?

Our team is requested by

- specialists and executives (including their families) who leave for Russia, Belarus, Kazakhstan, Ukraine
- team leaders and project leaders who directly support their teams in these countries
- Personal Development Managers who plan further qualifications and trainings for their regional staff

## What are your advantages?

If you work as a manager in Russia, you are

- more rapidly orientated in Russian daily routine and work culture
- safer in your handling through well-founded background knowledge and better understanding of your own as well as foreign cultural expectations, norms and rules
- more persuasive in communication with your Russian business partners, teams and customers

## If you are a Personal Development Manager, you will get

- culturally adapted and didactically sensible concepts which originate from our 25-year experience as trainers and mediators between the cultures. Thus, you can avoid misunderstandings and misinvestments
- competent trainers who work multilingually and are in action as interpreters, facilitators and event managers at the same time. Thus, you can spare your own valuable resources and use them elsewhere



- informative and interesting trainings which qualify and motivate both managers and staff. Thus, you bond your regional staff more with your parent company and reduce your personnel costs

## Why us?

- We do not impart stereotyped knowledge but develop together with you possible sophisticated courses of action which are suitable for your context
- We are culture experts with sense and sensitivity because we want to strengthen the trustful cooperation between our countries
- We ourselves used to live and work in other European countries for at least 5 years
- We define ourselves as “bicultural” because we feel at home in the particular culture, we speak the language perfectly and understand their values
- We steadily collect new precious experience in practical on-site projects dealing with consulting and training of participants from different countries and different lines of business.