

Interview InterNations / 25<sup>th</sup> Feb 2013; 937 words / 5,200 Characters

Questions Interview internationations.org:

**1) What is the Komuniki Project all about? In brief, what is your organization's mission statement?**

The **KOMUNIKI PROJECT** is the unique innovation of an international team of experts who commit their academic knowledge and business experience to promoting intercultural competence through education worldwide.

Numerous studies show that thorough intercultural education improves intercultural interactions in every area of life, from everyday communication to business negotiations.

Two weeks ago we started our education initiative "**Smart Education for better Global Cooperation**" to support as many people as possible all over the world and of any culture to better cope with the challenges of globalisation and interculturalisation of societies and enterprises – the unavoidable Global Change.

*The Global Change* requires interculturally competent individuals who can coexist and cooperate with success to achieve outstanding results. It is a proven fact that despite intensive international exchange and experience, most people have no competence in working with individuals who are different.

Many people and corporate entities are aware of this, but only few of them really know the solution. We do. And even more than this, we created a powerful set of tools to enhance successful communication through intercultural competence. We are the first who developed a genuinely useful 5-module training series in the form of eBook-based trainings to reach out to millions of people around the globe: **KOMUNIPASS – The Intercultural Certificate**.

**The non-profit KOMUNIKI PROJECT** makes it possible for everyone to develop their personality and competencies in line with the rapidly growing challenges of intercultural environments. This is how we at KOMUNIKI want to contribute to creating a world that we can sincerely leave to our children.

**2) What inspired you to start this project? Have you had any intercultural experience yourself?**

During my international career of over 25 years I have frequently witnessed how intercultural misunderstanding or unconscious misinterpretations can bring serious issues to a halt. Most people still do not have enough self-knowledge, nor are they capable of dealing with others who are very different from them. Both in private and in business life the *conscious self* is an imperative for *intercultural competence*. Those who want to be internationally successful without any boundaries must develop both.

I have long realised that the global educational system is facing the challenge of making and keeping people fit for the emerging competence society. This does not merely involve a particular intellectual elite or young people, but it expands to the global population on the whole. I truly believe that it is through competence alone that individuals can become capable of self-determined participation in public life and able to create genuinely sustainable innovations in collaboration with others.

This is how the whole idea of the **KOMUNIKI PROJECT** was born. Intercultural competence is the key to success in many ways. It can help everyone to orient themselves in their ever-changing environments, as well as further develop their personality without having to give up their identity. It is also through intercultural competence that people can explore opportunities arising from change processes and use them for the public benefit.

**3) What kind of intercultural knowledge and training do your e-books offer?**

It is a fact that passive knowledge transfer does not develop competence. Competence can only be further developed through a well-defined process. This is the key idea of the five **KOMUNIPASS** learning modules that lead learners in a special and systematic way through *Understanding Cultures, The Map of Cultures, Who We Are and What We See, Intercultural Communication, and Living With Foreign Cultures*.

The KOMUNIPASS Competence e-trainings replace approximately 60 hours of expensive classroom education and prepare learners equally well for **assignments and studies abroad as well as for intercultural cooperation**.

**KOMUNIPASS** is about smart education. Numerous studies have revealed that in all classrooms and conference halls of the world people learn at a different pace – on a scale range from 1 to 9. This means that classroom teaching is for most learners either too fast or too slow. The time of day is also crucial for learning. Our eBook-based trainings adapt to any learning speed and biorhythm. Whether at the airport, in a bus, or on the sofa, you can read, learn, practise and revise with the eBook-based trainings anywhere and at anytime.

#### 4) How can Komuniki members gain access to these resources?

Currently, the **KOMUNIPASS** eBook-based trainings for smart phones, tablets, PC & Co are available in English and German on Amazon worldwide and at affordable prices. **KOMUNIKI PROJECT** members who do not have the means to purchase the eBooks can subscribe to our newsletters in which we inform them about specific intervals during which downloads are free of charge. Everyone can become a KOMUNIKI member for free and without obligations. Those who wish to join KOMUNIKI only need to register their names and email addresses with [www.komuniki.org](http://www.komuniki.org). We have also prepared a brief set of instructions of How to Download KOMUNIPASS, which you can find on our website at <http://www.komuniki.org/en/smart-education.html>

#### 5) What are your plans for the near and mid-term future?

The **KOMUNIKI PROJECT** has been recently launched as an NGO in Central Europe. We are planning our international expansion with a social business model and the setup of chapters in each individual country. For this, first we need to generate revenue. Our aim is to finance **KOMUNIKI** through the sale of our eBooks, our trainings, consultancy services and last but not least through donations. A strong core team of experts, interculturally experienced professionals and business people dedicated to the idea teaching intercultural competence are working on the upcoming educational programs and country-specific seminars.