



## **How to Succeed in the International Arena**

To succeed in a global economy, an executive must be aware of cultural differences, and be able to use styles and expressions that are internationally non-offensive. In order to establish a relationship that will be mutually beneficial, knowledge of international protocol is indispensable.

In this course, emphasis is placed on recognizing the nuances involved in meeting the challenges of the competitive international arena. *How to Succeed in the International Arena* will teach you the non-technical strategies and tactics you need to compete in an economy that demands mental flexibility and alertness.

**Topics that will be discussed are:**

- ❖ **Pre-meeting strategy**
- ❖ **Forms of address**
- ❖ **Business introduction**
- ❖ **Handshaking**
- ❖ **Working a room**
- ❖ **Effective gift giving**
- ❖ **Presenting an international image**
- ❖ **Rank and status**
- ❖ **Business card savvy**
- ❖ **Eye contact**
- ❖ **Communication style**
- ❖ **Knowing your client's culture**
- ❖ **Gestures that are non-offensive**
- ❖ **Strategic dos and don'ts**

**NOTE:** This seminar includes role-playing exercises. Each participant is provided a workbook to keep as a reference guide.

**Become World-Class Competitive**

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