

Confidence · Professionalism · Respect

## How To Succeed in the International Arena

*A Dynamic One-Day Seminar*

### *Sensible Strategies to Broaden Your Global Awareness*

Competition in today's international business arena has grown by leaps and bounds, making it imperative that the protocol skills required to compete effectively be developed and employed. Protocol is no longer relegated to the international diplomatic community alone. This seminar is for anyone whose job requires communicating, negotiating and socializing in the global marketplace.

*How To Succeed In The International Arena* provides strategies to help you compete in a global economy – an economy that demands mental flexibility and awareness. You can use protocol and personal diplomacy to tip the scales in your favor no matter where you conduct business.

*You will learn:*

- ◆ The New Three Rs
- ◆ Pre-meeting Action Plan
- ◆ Negotiating to Win
- ◆ First Impressions Are Lasting
- ◆ Rank and Status Awareness
- ◆ Business Card Protocol
- ◆ Business Customs and Terminology
- ◆ Electronic Communications
- ◆ Business Introductions
- ◆ Forms of Address
- ◆ Eye Signals and Eye Contact
- ◆ World-class Handshakes
- ◆ Global Communication Styles
- ◆ Make an Effective Entrance and Mingle
- ◆ Project Cultural Awareness
- ◆ Gift Giving Protocol
- ◆ Strategic Do's and Don'ts

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*How to Succeed In the International Arena* is an interactive seminar designed to enhance your global awareness. Each participant is provided an illustrated workbook to keep as a reference guide.