

Workshop for Cross-cultural Cooperation

American Business Culture[©]

Single & Group Workshops

Trainer: Steven L. Hanft, M.A.

Tailored to specific needs

Language: American-English

Building Blocks

- USA: Demographics, Politics, Economy, Industry, Company Hierarchies
- Levels & Branches of its Government
- Characterization of the American Colleague: Education, Family, Career, Trends
- Overview: Major US Cities, Infrastructure & Economies
- US Trade Organizations, Governmental Regulatory Agencies (FDA, EPA, etc.)

Interactive Training for US markets

- Negotiating & Conflict Management
- Employee Staff Transfers ⇒ USA
- Sales Presentations

The USA

- Geography, demographics & data
- Economy, infrastructure, government
- Major US Cities

Working the USA Markets

- Sector Market Knowledge, Fortune 500s, SMEs
- *Do's & Don'ts with Americans*: Ways to improve your networking & business communication skills
- Structures of Sales & Marketing in the US
- Current trends in the business world and the reaction of Americans to them
- Insight in Company hierarchies - 'Boss' & Employee relationship
- Seeking solutions for problems between American & European company subsidiaries
- The American workforce's social background & mentality
- 6000 Kms. away... Tips for staying in contact & reacting to a changing, mobile American workforce

Topics for social events, business lunches, etc.:

- What President Obama & his Team could mean to the US & world
- What are the consequences of the worldwide financial crisis? Is America a manufacturing or service oriented nation? Where will it be in 10 years from now?

CONUS Business, Advice & Training

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Editor; Learning Technical English Newsletter ©

- Business Teaching Mentor; HEC-ULg (B)
- Lecturer; Konrad Adenauer Foundation (D)

Workshops for Cross-cultural Training

American Business Culture

TRAINING CONDITIONS

Target Clientele

- Companies entering the US markets
- Professionals seeking to get in contact with the US business community
- Employee staff transfers ⇒ US work facility
- Government staff, trade agency employees
- Company representatives in advance preparation for events in the USA
- Sales & business delegations requiring advance preparation for a business trip

Approach

- Tailored to client needs with respect to duration & contents
- Nr. of Participants: 1 – 15 max.
- Length and workshop's fee are to based on agreement

Sales Presentation & Business Events

- Advance preparation for trade shows, company visitations, business meetings or delegations, etc.
- Practice: Elevator Speech, Cold-Sales Calls-/Presentations, etc.

Staff Transfer Preparation ⇒ USA

- Do's & Don'ts
- Daily life - banking, school systems, legal & medical access, etc.
- What to expect at your new workplace - avoiding pitfalls with colleagues
- The living environment - house hunting, the Neighbors, etc.
- Weekends & recreation, sport events, health clubs, shopping, etc.

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Client Name:..... Company:.....

Title..... Phone..... Fax.....

Email..... www.....

Street/POB.....

City/State..... Post Code..... Country.....

Anticipated Seminar Structure

Focus Content..... Nr. of Participants.....

Participant's Background..... Target Duration.....

CONUS Business, Advice & Training ■ ■ ■ ■ ■

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