

Working with the Americans

A two-day culture-specific seminar

Target audience: all business people who need to be effective in their dealings with the Americans

Objectives

By the end of the seminar, you will be better able to:

- understand what motivates the typical American businessperson
- create a positive impression and avoid unintentional offence
- deploy a range of techniques for effective cross-cultural communication

Content

Know yourself: how has your culture shaped your own values and behaviour?

Facts → Attitudes → Behaviour: a model for developing understanding of American people and their business practices

Fortress America: the American world view

The American Dream: its impact on business styles

Inside the American company: structures and management practices

As others see us: what image do American people have of your culture and how can you overcome any negative or stereotypical views?

Cross-cultural communication skills: techniques in dealing with the American English native-speaker

Meeting, presenting, negotiating: practise doing business with the Americans

Method

The seminar is highly interactive. Through discussion, active briefing and enactment of authentic business scenarios (drawn ideally from your own business world), you will not only learn but also practise new skills. We recommend a group-size of 6-8 to guarantee maximum effectiveness on the seminar.

Formats and Fees

The format for this seminar is flexible: fees are dependent on the individual client's specification of group-size, length of seminar and venue. Contact Canning for more details on **+44 20 7381 7410** (tel), **+44 20 7381 7411** (fax) or **enquiry@canning.co.uk** (e-mail).

