

Your Leadership Brand in a Foreign Land

Conference Presentation or Half-Day Workshop *For Global Leaders and Expats*

When a move into the international marketplace is imminent, it is critical to understand that how an individual is perceived in their home country may translate poorly in a foreign assignment. Most countries have cultural, religious, business and traditional practices that will be outside of one's own previous exposure and understanding. To be effective, individuals must be prepared to adapt and modify their Leadership Brand and communication style when they travel or do business abroad.



As part of our International Leadership Training offerings, ***Your Leadership Brand in a Foreign Land*** is designed for individuals who operate in the global marketplace, communicating across borders and cultures. Participants will be exposed to specific concepts designed to heighten their cultural awareness and sensitivity in the global marketplace. This workshop is a must for today's global business person seeking to improve communications and build solid relationships with colleagues from other cultures.

PRESENTATION TOPICS

- What is your Leadership Brand? How is it formed and cultivated?
- Identifying what works about your brand and how you present yourself in your home country
- How perceptions change based on culture and belief systems
- Cultural sensitivities around brand, communication, style and behavior in your host culture
- How to translate those sensitivities in order to adapt your behavior and brand

PRESENTATION FEATURES

- Offered as a 90-minute conference seminar or small team half-day workshop
- Video conferencing, individual coaching also available
- Content tailored to your group's key cultural environment(s) and business applications
- Consultants all have international business experience and first-hand experience
- Expanded courses available for specific regions or deeper connectivity

For more information and pricing
please call 888-284-2442
to speak to one of our knowledgeable staff.