

Speaking Programs

Business in a World Market:

Creating Long-Term Relationships With People From Around the Globe

Certification: Relater Through All Cultures

This program helps participants understand proper Business Etiquette around the globe, including Canada, the United Kingdom, Asia (China, Hong Kong, and Japan), Mexico, India, and Saudi Arabia. Participants will become well versed in proper business attire, body language, as well as the challenges presented in professional etiquette situations. They will learn how to increase the level of rapport and build immediate relationships with both colleagues and clients whether they are from the United States or other countries.

Participants will learn:

- Body language that is considered offensive.
- What to wear for a business meeting when interacting with someone from another country.
- How to use your body language effectively and what body language to avoid.
- The rule on promptness.
- Fashion faux pas for men.
- What to expect and how to handle the decision-making process.
- How to interact in conversation with someone from another country.
- Body language techniques that will instantly increase rapport, including when to “toast”, level of speech, and when to discuss business.
- Gifts that can make or break a relationship.
- The rules on being fashionably late.
- What the Chinese consider good luck and bad luck.
- How to show the Chinese respect after a business meeting.
- How to impress your host when choosing your attire.
- How to entertain.
- Mannerisms that demonstrate respect.
- Appropriate colors to use for proposals and presentations.
- How to accept a Business Card from a Japanese person.
- The importance of the “head” and the “feet” in India
- The time of day business is most often discussed in India.
- What to avoid eating in front of a Hindu.
- Among their many languages, how to capitalize on the one most often used in business.
- Food and drinks to avoid when dealing with someone from Saudi Arabia.
- 5 mannerisms to avoid when dealing with someone from Saudi Arabia.
- The easiest way to start a relationship with someone from Mexico.
- How a Mexican interprets flowers and color.