



Business Partner USA: Keys to Success

March 28, 2017

Köln, Germany



NEW!

Interactive,
Practical,
Results-oriented

Working with US Americans

- Understand the US Business Mind-set
- Enhance Meeting Effectiveness
- Turn Risk into Opportunity
- Master the Art of Branding & Positioning
- Build Win-Win Relationships
- Know the Essential Success Secrets - Avoid the Traps

Profit from the Experience of Your
German-American Coaches !

Your Coaches

Karin van der Auwera



Michael Browne, MA

www.linkedin.vanderauwera.de

www.michaelobrowne.com

Business Partner USA

Seminar Program

Interactive, Practical, Results-Oriented

Productive Meetings, Video & Tele Conferences

The Hidden Hierarchy: Know the Rules or Lose the Game
Urgent: When to Apply Pressure, When to Give Praise
Are You too Direct for Your US Colleagues & Bosses?
Are You too Nice for Corporate America?
Understanding what They really Mean and when Agreements are Binding

So Familiar...yet so Different: Finding Common Ground

Understanding the American Mind-Set
Americans see Opportunity, Germans see Risk: Get the Best from Both
Decision Making: "More data, please" or "Just do it!"
Career Killers: the "Truth" and the Dangers of Details
Career Boosters: Tactics and Strategies to Get Ahead

Regional Spotlight:

East Coast, West Coast, the Midwest, the South - Yes, they are radically different!

Networking, Small Talk & Self-Branding

Learn to Master an American Art
"Smartphones off, please!" Capture Attention for Your Presentations
Branding: Create a Powerful International Profile
Corporate Politics: Effectively Positioning Yourself, Your Team, Your Company
Turning Your Priorities into Their Priorities

People, not Products

Reality Check: Filtering and (mis)Reading US American Relationship Signals
Trust: How do Germans and Americans Build It?
Relationships Get Results - How US Americans & Germans View "Commitment"
It's Magic! Constructive Feedback, Humor and other Problem-Solvers
Two Styles, One Success - Profit from German & US American Strong Points

Business Partner USA

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Anmeldeformular/Registration

Name/Last Name: _____

Vorname/First Name: _____

Position: _____

Firma/Company: _____

Strasse/Street: _____

PLZ/Ort/Land/City/Postal or Zip Code/ City/ Country: _____

Tel.: _____ Fax: _____

E-Mail: _____

Datum/Date: _____ Unterschrift/Signature: _____

Seminar Location: **Steigenberger Hotel, Köln, Germany**
Habsburgerring 9-13, 50674 Köln

Seminar Date: **March 28, 2017**

Time: **10am to 6pm**
Networking Cocktail Hour: 6pm to 7pm

Seminar Fee: **€ 950.- + 19% VAT/MwSt.**
Fee includes handouts, refreshments and lunch

Your trainer team: Karin van der Auwera and Michael Browne, MA possess deep and broad expertise in doing successful business with US Americans and Germans. They have decades-long experience in running seminars at large corporations world-wide as well as coaching groups and individuals at all corporate levels. Karin and Michael are published authors on global business and personal development topics, and Michael has taught MBA and other courses at US and German universities.

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Allgemeine Geschäftsbedingungen

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