

International Business and Social Etiquette

Workshop Introduction

Etiquette fundamentally prescribes and restricts the way in which people interact with each other, how people show respect for others and, importantly, helps when developing relationships with others. Through learning and understanding the importance of international business and social etiquette in today's highly competitive global village, the participants acquire knowledge and skills that align with the international goals and visions of your company and assist them in the workplace. This program introduces the non-verbal and verbal communication knowledge and skills required in key situations. The acquired knowledge and skills the participants will use in these situations can make the difference between success or failure.



Content

Introduction to International Etiquette
Doing culture - Overview
Non-verbal communication
Punctuality, body language, handshake, dress codes, personal hygiene and grooming
Verbal communication
Greetings and introductions, small talk, effective questioning and listening, handling complaints, tech etiquette
Western dining etiquette
Basic wine knowledge

Workshop Results

By the end of the module, trainees should be able to:

Demonstrate internationally accepted etiquette standards in different contexts
Use effective verbal and non-verbal communication techniques
Dress in appropriate corporate attire
Make a good first impression
Communicate with greater confidence, and make small talk about 'safe' topics
Use a defined process to handle complaints & issues
Confidently demonstrate good western table manners and basic wine knowledge

Who will benefit from this workshop?

This module is specifically designed for international companies doing business in China with local personnel and local companies with a growing international clientele. It is beneficial for participants at any stage in their career from experienced high level managers to new employees not yet accustomed to your company's international business standards. The training program completes and refines the knowledge needed in certain international business situations.

Workshop length

This outline with the content described above is a 2-day training program. The length of similar trainings can vary depending on the participants' existing knowledge and skills level and the specific course objectives. Therefore, this can be run as an intensive workshop or an extensive program. The length can vary from anywhere between 0.5 days to 5 days.

Note

As a useful additional tool, Mannhart Consultants has developed the Globe Assessment. It is based on a one-to-one interview and a multiple choice assessment which measures the participant's existing knowledge in international business and social etiquette practices, as well as their motivation to perfect essential skills for international success.



Moments of truth*

Before an appointment
First impressions
First contacts (phone, email, meetings)
Management of international business partners
Company representation abroad
Handling complaints
International meetings and conferences
Networking or dining events

* Situations and events in business in which specific knowledge and skills will make the difference between success or failure.