



Eagle of Management in Free International Trade Market Horizon

Outline of Training Modules

Module One

Professional Management Fundamentals for International Trade Business

- How to speak in confidence to get the job done in international trade mission
- How to function the **4Ps for an international trade business negotiation**
- The art of giving professional criticism world wide
- The game of receiving professional criticism in an international trade interaction
- Leadership is an attitude not a profession with a global concept
- Shepherding Vs. Shepherd
- Strength and weaknesses of fashionable leadership
- Difference between traditional leadership and **SDWT**
- Importance of the **ARIA** to lead to the **SDWT**

Module Two

Effective International Managerial Communication Skills

***As they serve being the vehicle to understand & be understood
In International Trade Transactions***

Communication Defined

The Communication SPRITE

- The Significance
- The Process
- The Rules
- The Intrusions
- The Types
- The Effects

Forms of Communication

- Verbal
- Visual
- Written
- Non-Verbal

Working towards Better Communication

- Self Management
- Active Listening
- Useful Body Language
- Effective Questioning

Effective Communication in Application

- The Art of Positive Self-Expression



Module Three

How to be Creative on the Job Conquer the Brain Drain

- Creative Thinking Concepts
- Idea Generating Techniques that help overcome brain drain and developing more flexible, quick and effective solutions
- Problem Solving Strategies that address the root causes of the challenge
- Decision Making Tools that build harmony and enhance results based on confidence in making valued decisions

Module Four

Motivating your International Business Team

After completion of this course, participants will

- Understand the different Motivation and De-motivation techniques
- Identify the sources of motivation
- Be able to motivate co-workers and subordinates effectively

A. Defining Motivations

- A.1 What Is Motivation?
- A.2 What Is Motivation Made of?

B. Maslow's Hierarchy of needs

- B.1 And its on-the-job application
- B.2 Higher order needs Vs. Lower Order Needs

C. McGregor's Motivational Theories

- C.1 Theory X
- C.2 Theory Y
- C.3 Theory Z – A Japanese Approach

D. Herzberg's Motivational Theory

- D.1 Hygiene Factors
- D.2 Motivators

E. Reward and Recognition Systems

- E.1 Extrinsic Rewards
- E.2 Intrinsic Rewards
- E.3 How to give Rewards

F. The "War-Room" Model

Module Five

Problem Solving with International Transactions

After completion of this course, participants will

- Learn about the Fundamentals of Problem Solving.
- Be able to take a pragmatic approach to problem solving in their day-to-day business
- Be able to plan for problems before they occur
- Be able to take effective decisions towards problem solving.



A. The Relevance of Planning to Problem Solving:

- A.1. How can planning decrease the occurrence of Problems?
- A.2. How to plan for Problems Before they Occur?
 - Impact Analysis
 - Quantifying the Problem
 - Contingency Planning

B. Creating the Right Environment for Problem Solving

- B.1. Evolving Team Members into Effective Problem Solvers
- B.2. The problem Solving atmosphere

C. Identifying Problems:

- C.1. Tracing the Root Causes of Problems
- C.2. The Seven Sources of Problems

D. Problem Solving Techniques:

- D.1. The Six Stages to Effective Decision Making
- D.2. Cause Elimination Vs Symptomatic Resolution
- D.3. The Five Methods of Problem Solving and Conflict Management

Module Six

Being Assertive at the Job in International Trade Business Communication

- How to improve your dealings with aggressive people; world wide
- Types of behavior (submissive, aggressive, and assertive)
- Why people behave aggressively or submissively
- Recognizing assertive, submissive and aggressive behavior
- Exercise on assertive, aggressive or submissive
- Non-verbal aspects of submissive, assertive and aggressive behavior
- Advantages of assertive behavior
- Types of assertiveness
- How to use assertiveness to deal with aggressive people

Module Seven

Negotiating International Deals

Objectives

After completion of this course, participants will:

- Understand the different Negotiation techniques
- Be able to negotiate effectively in their day-to-day operations
- Be able to reach win-win situations with their counterparts

A. The Fundamentals:

- A.1. What Is A Win-Win Situation?
- A.2. The Customer-Supplier Relationship

B. Creating A Healthy Environment For Negotiation:

- B.1 Setting The Scene**
- B.2 Appealing To Your Customer**



C. Organizational Behavior And Negotiation

C.1. Sources Of Power In Negotiation

C.2. The Four Social Styles

D. What To Do While Negotiating:

D.1. When Your Customer Says "No" - Dealing With Rejection

D.2. When To Close And When Not To

D.3. Verbal And Non-Verbal Agreement Signals

D.4. Roles During A Negotiation

D.5. Do's And Taboos Of Negotiation

E. Putting Negotiation To Work:

E.1. Negotiation as Part Of Problem Solving

E.2. Role Play: Negotiation Scenarios

Target Audience

- Top management team members
- Middle management
- Leaders and supervisors
- Group is not to exceed fifteen participant

Duration

- It is a ten days training program from 9:00 a.m. till 3:00 p.m.

Methodology

- Video tapes
- Games
- Case studies
- Group exercise
- Group discussion
- Role play

NB

- Case study on how to motivate your marketing and sales team
- Case study on how to motivate not only your staff, but your self and your local or international client
- Role play on how to be creative in problem solving, any managerial problems, with sales or marketing team
- Role play on how to be creative in problem solving, with any of your local or international customers
- Exercises on how to negotiate locally or internationally to get the business deal done
- Group discussion, games and exercises on giving and receiving criticism professionally; either from your followers, or from your followers to you, or from your client to yourself or vice versa
- Exercise and practice how to be assertive at your business locally and internationally



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- Discuss and role play professional leadership with a sales or a marketing team, to reflect a positive image and achieve your business goals in the market
- Games and group exercises on practicing professional managerial communication skills; with staff followers, either marketers, or sales team and consequently how to manage your local and international client
- **This previously proposed training will be conducted by three professionally specialized consultants**