

## ARE YOU FAILING TO CONNECT WITH FOREIGN AUDIENCES?

- Ensuring effective global businesses communications

### THE WORLD WANTS TO HEAR YOUR STORY

#### PROGRAMS INCLUDE:

- *Speaking globally:* Techniques for persuasive overseas presentations
- *Managing the Global Team:* How to work cultural differences to your advantage
- *Peak Performance in the Global Team:* Strategies to advance your career in today's business world
- *G'Day Mate!* What every businessperson needs to know about doing business in Australia
- *Batting on a sticky wicket:* Understanding British English in a business setting
- *Silicon Valley Today:* Breaking into the high technology world in California
- *Jet Lag is for wimps:* Travel tips for global executives
- *Nice to know you:* Worldwide business etiquette

The world is changing. Over 50% of business-people now deal with overseas customers, partners or staff. Mastering the difficult art of speaking to worldwide audiences is important.

I can help make your next presentation to a foreign audience a success. I can teach you how to:

- Build your credibility as an outsider who enjoys hidden advantages over native businesspeople
- Coach you in the nuances of international business etiquette
- Avoid common cultural misunderstandings
- Tailor your message to a European or an Asian audience
- Arm you with insights about the hidden messages different nationalities look for in a presentation



**Who is Ian Griffin?**

Ian is a versatile communications professional with over twenty years experience in the high tech industry. His specialty is communicating complex technical information in an effective and clearly understandable manner for international audiences. He has been a speechwriter for senior executives at Sun Microsystems and Hewlett-Packard.

### GLOBAL PRESENCE COUNTS

From Shanghai to St. Louis, Stuttgart to San Diego. You only have one chance to make a first impression. Your audience demands clarity. You need content that can drive business results. You need ideas and visuals that can close the sale and inspire confidence. Content that will help you make that vital connection with your international audience.

I know what it takes to make your audience listen. To motivate them to act. Give me a call.

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