

ACHIVE

BEYOND BORDERS & CULTURES

Unique Lectures and Workshops for Multinational Companies

MNC's Challenges

Multinational Companies (MNC's), by nature, operate in a business environment spanning countries and cultures. Cultural gaps pose significant challenges for such companies. Managers & employees of such organizations engage, on a daily basis, with co-workers, suppliers, clients and business partners from different cultures. Communication, teamwork, decision making and much more, are effected directly by cultural gaps. These can lead to distrust, unnecessary conflicts, information delays etc., thus leading to possible degradation of organizational performance. Therefore, the ability to overcome these cultural challenges is a critical success factor for MNC's.

Target Audience

Managers and employees who take an active part in discussions, meetings or in delivering presentations, either remotely, or during face to face meetings while traveling abroad, might find interest in learning how to better handle, and enjoy, these cross cultural interactions.

Programs' Objective

The objective of Proxy's MNC lectures and workshops is to enable managers and employees to improve the effectiveness of their cross cultural activities. The offered programs provide inspiration, new ideas, knowhow and professional tools for dealing, in practice, with cultural gaps, at various business and organizational contexts.

HIGHLY PRACTICAL

USABLE OUTCOMES

UNIQUE CONTENT

EFFECTIVE LEARNING



Training Uniqueness

Programs uniqueness lies in their practical view point, originating from years of actual, day to day, cross-cultural experiences from around the world. Lectures are two hours long, providing an overview of a selected topic, while workshops, are 4 hours long and include additional exercises and other engaging activity by the participants.

✦ **Relationships Across Cultures** -

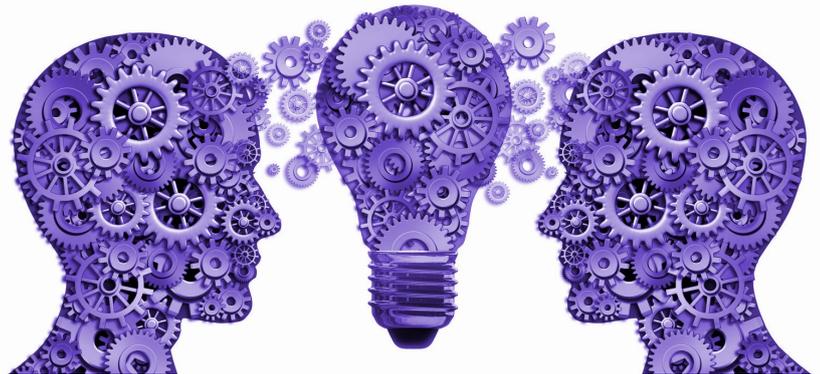
business performance is highly correlated to the quality of relationship between sides. However, developing high quality relationship, at presence of cultural gaps, is not an easy task. Discussing the nature of business relationship quality and the ways to develop high quality relationships in cross-cultural context. Targeted at managers and employees dealing with foreign customers, suppliers and partners.

✦ **Trust Across Cultures** - trust is the foundation for every successful relationship, but in the international context developing trust is at least twice as hard. Discussing the cultural differences inhibiting trust developments and about the ways to successfully build trust despite these inhibitors. Targeted at everyone who interacts with people from foreign cultures, either in the context of multinational organizational teams, or in the context of business partnerships.

✦ **Leadership Across Cultures** - the ability to significantly influence people, motivating them towards achieving joint goals, lies in leadership. However, in different cultures leadership is perceived quite differently. Discussing leadership differences among cultures, and about the ways to implement effective leadership beyond cultural gaps. Targeted at managers leading teams, or partners, from different countries.

✦ **Cultural Chameleon** - the ability to quickly adapt to various cultures is a key for success at many international interactions. Discussing how to identify cultural gaps and learning practical adaptation techniques in order to be more effective at cross cultural interactions. Targeted at everyone who interacts frequently with people from other cultures, and have interest in developing influence abilities in cross cultural context, specifically when traveling abroad.

✦ **Trends & Innovation Across the Globe** - current review of trends and innovation from the growing markets of Asia, such as China, India, Burma, Vietnam and more. Lecture targeted at managers and employees who are interested in being updated with what may effect their business environment, identifying new opportunities and raising awareness of possible threats.



Lead Lecturer

Moti Blau, managing director & founder of Proxy Marketing Solutions Ltd. An entrepreneur and international marketer with over 20 years of international business experience, specializing in international marketing & sales. Executed thousands of lectures & training hours to top professionals from around the globe. [More...](#)

Proxy Marketing Solutions Ltd.

An international marketing training & consulting firm. Founded in 1997 by Moti Blau, together with a Dutch investment company. The mission of Proxy is to assist companies operating in international markets in maximizing their business potential. [More...](#)

