



Our **Doing Business in the US** programme will help you gain an understanding of the US's work culture and business organisation so that you will become more effective when working with your American counterparts. We will provide tips for communicating clearly and offer opportunities to practice work situations to allow you to build rapport, influence and reach agreement with your American colleagues more easily.

The programme is led by experienced cultural trainers who have an appreciation and understanding of cultural differences having lived and worked overseas for many years. It will provide you with a framework of practical, actionable advice.

#### Programme objectives:

This tailored programme will help you:

- Gain an understanding of American culture, communication style and working practices to be more effective when working with your American colleagues
- Analyse your preferred communication style and identify how you need to modify it when dealing with American people
- Have opportunities to practice work situations which will allow you to build rapport with people more easily

## DOING BUSINESS IN THE US

### COURSE OUTLINE

#### Course Design

This course is designed to be delivered either face-to-face or in live online modules and offers opportunities to contribute to polls, annotate slides, take part in exercises, and participate in group discussions.

#### Course Duration

Face-to-face: 1 day or half day

Online: Two x half-days or four x 90-minute modules.

#### Group Size

We recommend a maximum group size of 14 but larger groups can be accommodated.

#### Course Fee

Our fees depend on the course duration, how many participants will be attending and the scale of the overall program. We are happy to work within a defined budget.

#### Contact

Sue Curry  
Director

E: [sue.curry@babelgroup.co.uk](mailto:sue.curry@babelgroup.co.uk)

T: 020 8295 5877

W: [www.babelgroup.co.uk](http://www.babelgroup.co.uk)

### The American Business Mind-set

- Who is an American? Impact of identity and diversity. Comparison of the regions
- Core Values: The American Dream, time is money, Protestant work ethic, equal opportunity, individualism and self-reliance, freedom, democracy, patriotism, interpreting friendliness, reward for achievement

### Working with Americans

- Work/life balance
- Personal drivers and motivators
- Challenges to building relationships
- Understanding the hierarchy: approaches to leadership, planning and action
- Approaches to time, schedules and deadlines; presenteeism
- Focus on results
- Attitudes towards risk and change

### Effective Communication: Divided by a common language

- Choosing your words wisely, levels of formality/informality, hospitality and courtesy, directness and context – using great/poor examples and mini role-plays
- The use of politically correct language and expressions you must avoid
- Effective meetings and presentations
- Remote communication: top tips

### Strategies for Working Effectively Together:

Delegates put together an action plan of practical dos and don'ts with useful tips that will help cement relationships and get the best out of multi-cultural working.



## Language Training

Babel offers inspiring and interactive lessons in all major languages from Beginners to Advanced. Tailored to your own specific goals and scheduled at a convenient time, you'll receive support and motivation from your own native-speaking tutor.

## Cross-Cultural Training

Cultural competency is a skill for anyone working in a global organisation. We help people recognise and understand the inevitable cultural differences they encounter and develop the skills necessary to successfully manage these differences.