

5-DAYS SEMINAR | NOVEMBER 23 – 27 | 12:00 (NOON) – 19:15

INTERNATIONAL BUSINESS & MANAGERIAL LEADERSHIP

INTERPED – WORLD TRADE CENTER SOFIA
36 DRAGAN TZANKOV BLVD, SOFIA 1040

DESCRIPTION

The seminar will explain the fundamentals of **International Business**, **Global Business Ethics**, and how to provide superior **Global Customer Service**. **Leadership skills and strategies that today's middle and senior management** need to possess in order to get the most of the expertise, independence, and confidence of knowledge workers.

APPROPRIATE FOR

- Senior and middle level management
- Head of departments
- Team leaders
- Corporate managers
- Advisors
- HR specialists
- Corporate clients professionals
- Relationship managers
- Company owners
- Entrepreneurs and others

INSTRUCTOR / LECTOR

STEVEN STROMP

A professional with over 15 years of experience as instructor, consultant and trainer. His expertise is in the fields of organizational development analysis, management consulting, sales training, international marketing and advertising, and international recruiting. Throughout his career, he has cultivated long lasting relationships with various companies and contacts from CEE, Russia, Costa Rica, and USA. Steven has taught courses at University of Phoenix, Columbia College, DePaul University and most recently the University of Nebraska at Omaha.

Steven is a former Country Director and Program Dean for Bulgaria at City University in Sofia, where he was responsible for Balkan and Bulgarian business development, managing the education programs for a market entry project.

EDUCATION

- Bachelor of Science in Political Science & Organizational Behavior, the University of Nebraska at Kearney
- MBA with emphasis on International Strategy from Wirtschaftsuniversität Vienna, Austria
- MBA with focus on Organizational Development and Effectiveness from the University of Minnesota – Carlson School of Management

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The seminar is supported by the following organizations:



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TOPICS

International Business (4.5 hrs)

- o Cross border strategies and market entry
- o Analyzing risk factors and justifying the investment
- o Global branding concerns and the country of origin effect

Global Business Ethics (3 hrs)

- o Define ethics, business ethics and ethical dilemmas
- o Reasons for rationalizing unethical behavior
- o Report unethical behavior – alert line or up-the-management-line
- o Advantages of a values-based organization

Global Customer Service (1.5 hrs)

- o Discuss the seven deadly sins of meeting with a customer
- o Complaints and / or conflicts across the hall or crossing boundaries
- o Customer service loop – The linkage of loyalty that drives profits

Managerial Leadership (9 hrs)

- o Provide value adding management strategies
- o Teaching, mentoring and coaching as a way to improve performance and productivity
- o Use reflective and innovate thought processes to tackle your organizational obstacles and apply them to your business
- o Survival strategies for managing change in the workplace

Leading Today's Professionals (12 hrs)

- o Six essential skills that provide a foundation for effective leadership
- o Six step strategy for effective communication and management
- o Introduce tools to help assess and address difficult situations
- o Develop a “Leadership Action Plan” to assist with application of skills on the job

DAILY AGENDA

Session 1

12:00 – 13:30

Session 2

14:15 – 15:45

Session 3

16:00 – 17:30

Session 4

17:45 – 19:15

PRICE

BGN 990 / Euro 500

Price includes all training (education) materials and handouts provided by instructor.

The seminar will be held in English.

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