

# € TRAINING

International Directors



9 - 13 June 2025  
Kuala Lumpur (Malaysia)



# International Directors

REF: M2508 DATE: 9 - 13 June 2025 Venue: Kuala Lumpur (Malaysia) - Fee: 5550 Euro

## Introduction:

This training program is designed to equip directors and executives with the strategic insights and leadership skills necessary to navigate the complexities of global business environments. It empowers leaders to drive organizational success in a rapidly evolving global landscape.

## Program Objectives:

At the end of this program, participants will be able to:

- Demonstrate an understanding of key concepts and strategies for global business success.
- Apply effective leadership and communication techniques in diverse international contexts.
- Navigate complexities related to risk management, compliance, and crisis response in global operations.
- Cultivate a global network and leverage collaborative partnerships for organizational growth.
- Develop actionable plans for implementing program insights within their respective organizations.

## Targeted Audience:

- Directors of multinational corporations seeking to expand their global footprint.
- Executives responsible for international business development and strategy.
- Entrepreneurs looking to scale their businesses across borders.
- Government officials involved in international trade and economic development.
- Non-profit leaders navigating cross-cultural collaborations and global initiatives.

## Program Outlines:

### Unit 1:

#### Understanding Global Business Environment:

- Overview of international business trends and challenges.
- Cultural intelligence and its role in global leadership.
- Case studies on successful international expansion strategies.

- Understanding the impact of political and economic factors on global business.
- Strategies for navigating legal and regulatory frameworks in international markets.

## Unit 2:

### Strategic Leadership in International Contexts:

- Developing a global mindset for effective leadership.
- Strategic decision-making in cross-border operations.
- Building and leading diverse international teams.
- Leveraging technology for efficient cross-cultural collaboration.
- Analyzing market dynamics and competitive landscapes in global contexts.

## Unit 3:

### Cross-Cultural Communication and Negotiation:

- Effective communication strategies across cultures.
- Negotiation techniques for international business deals.
- Managing conflicts in multicultural teams.
- Understanding nonverbal cues and cultural nuances in communication.
- Case studies on cross-cultural negotiation successes and failures.

## Unit 4:

### Risk Management and Compliance:

- Identifying and assessing risks in international operations.
- Compliance with international regulations and standards.
- Crisis management and contingency planning.
- Implementing risk mitigation strategies in global business environments.
- Addressing ethical dilemmas in international business practices.

## Unit 5:



## Global Networking and Collaboration:

- Building a global professional network.
- Leveraging partnerships for international expansion.
- Action planning for implementing learnings in participants' organizations.
- Utilizing digital platforms for global networking and collaboration.
- Assessing the potential impact of geopolitical events on global partnerships and collaborations.