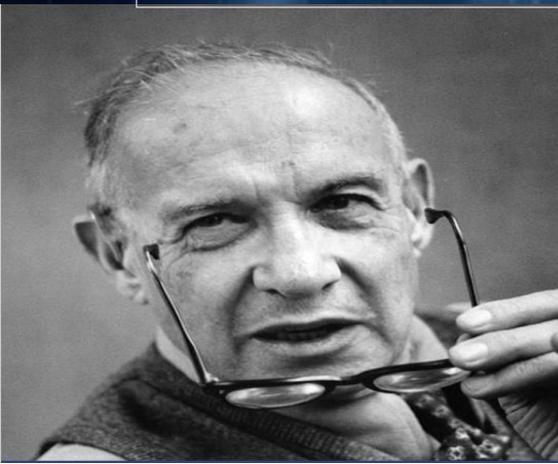


# PROCOLTODAY

BECOME A PROCOLTODAY LICENSED PRACTITIONER  
WITH THE CAPABILITIES TO EMPOWER LOCAL LEADERS &  
MANAGERS TO OPERATE AROUND THE GLOBE



**“Cultivate a deep understanding of yourself – not only what your strengths and weaknesses are but also how you learn, how you work with others, what your values are, and where you can make the greatest contribution. Because only when you operate from strengths can you achieve true excellence.”**

*- Peter F. Drucker -*

## Why become a ProtocolToday Licensed Practitioner? *Bringing Global Mindset Skills to Local Leadership*

The world of work and business is changing rapidly, and many more changes are expected in the coming decades. Local companies are becoming more global and local executives are working to an increasing extent with foreign companies, international colleagues and stakeholders (business partners, clients, agents, employees, etc.).

Simultaneously, organisational structures are becoming less hierarchical, process oriented, diverse and are driven by abilities for collaborative cooperation and co-creation.

The impact of the ongoing internationalisation requires entrepreneurs, consultants, business, government and other professionals to have a global mindset, e.g. the skills to interact and navigate across cultures in a smooth way for cooperative and productive performances.

Global Mindset Leaders have:

- Cosmopolitan outlook: an understanding of cultures, political and economic systems in other countries and how global systems work;
- Mindfulness skills: Passionate about diversity and ability to deal with multicultural people and be comfortable in building trusting relationships with people from different background.

### ProtocolToday Licensed Practitioner Program & Requirements

#### ProtocolToday Academy Licensed Practitioner

- 5 days training program, incl. cases & assessments;

After training participants will:

- Demonstrate understanding of the content of masterclasses;
- Demonstrate facilitation skills through capstone assessment;
- Deliver training program and write self evaluation report for review, assessment & feedback;

Successful participants will:

- Receive official PTA Licensed Practitioner Certificate;
- Be listed as PTA Licensed Practitioner on ProtocolToday website.

#### To Maintain PTA licence, licensees has to:

- Deliver at least one training program per year and submit self reflection report;
- Participate in ProtocolToday refreshment programs.

#### WHO SHOULD ATTEND

- Existing trainers and coaches working with executives, managers, professionals, government officials, etc.;
- Consultants in image consulting, business etiquettes, dress-codes, etc.;
- Protocol professionals seeking to advance and upgrade their professional credentials;
- Individuals who wish to start their own protocol & etiquette training business;
- Educators and professional corporate trainers and coaches;
- Executives working in the private and public sector.

## Structure & Didactics

### *Learn Today & Practice Today*

The PTA Licenced Practitioner Program is a 5-days program concluded with an integrated (personalised) assessment. It is delivered at EQF 7 level (EU Qualifications Framework, master level) and is based on the five Dublin descriptors (EU criteria for Higher Education).

PTA moderators consist of international experienced academics and professionals with a strong background in international business, global relations and protocol. They are competent in connecting concepts and protocol to the daily practice of (international) directors, managers and executives and can support this through their large international network and international references.

Teaching/learning takes place on the Action Learning Model. This learning concept requires an active and interactive participation of participants. In a logical sequence several topics are discussed through integration of theory, cases and assignments, enabling participants to develop a sound understanding of the underlying concepts and to share experiences.



Participants will receive a syllabus in advance to prepare themselves for the program. The assessment takes place through a capstone assessment comprising of content related matters and facilitations skills. Finally, a self-reflection report is to be prepared by the participants.



## Program Overview

### Day 1: **Become a PTA Qualified Trainer**

The PTA coaching concept is based on the philosophy to move from *Learning to Performance*. It is designed to enable you, as trainer, to successfully deliver business and performance impact in your role as trainer and consultant.

Key topics include:

- PTA coaching model: Mental model for performance coaching;
- Designing roadmaps: Aligning mission, objectives and deliverables;
- Designing work processes to support a performance approach;
- Self-awareness: Identify/use your natural strengths;
- Coaching competencies and dimensions;
- Management of expectations: Identify & quantify individual needs and identify where and how you will process them;
- Learning & performance environment: an open, flexible, supportive and confident environment;
- Professional aspects: Coaching ethics and standards;
- Pedagogical & didactical aspects: Active listening, asking open powerful questions, Socratic approach, effective dialogues, multiple learning tools (explanation of concepts, questions, assignments, peer discussions etc.) and feedback techniques;
- Follow up plan.



### Day 2 - **Business Etiquettes & Professionalism**

Relations in business and social domains are easier if the concerned individuals are perceived as trustworthy, respectable and having proper business etiquettes.

To achieve a professional image, it is important for executives to understand the different types of personalities, nationalities, cultures and the associated etiquettes and manners.

The three components of business etiquettes (appearance, communication and behaviour) are at the core of this masterclass. Interactions, such as polite greetings, courteous conversations and active listening have an important impact on how you're being perceived by others. Knowing how to make a great first impression, how to dress appropriately, read body language, etc. helps you to present yourself in an impactful way.

Key topics include:

- Business card protocol;
- Business customs & terminology;
- Business etiquette & hand shake;
- Introducing people in business context;
- The art of conversation both in person and on phone;
- Personal style and its influence on your communication;
- The right way of behaving online in a business context;
- Business etiquette of different cultures and countries;
- Know how to behave in business social contexts;
- Dealing with ethical dilemmas, personal issues, and difficult people.



### Day 3 – **International Business Protocol**

In today's global economy and cross border operations there is an increasing need for understanding diplomatic protocol and make the right impressions.

Protocol is knowing how to be comfortable and at ease, empowered with confidence and authority to make others feel truly welcomed and comfortable. Its about creating the right environment for business and making impact while maintaining courtesy and politeness in international affairs; meetings with ambassadors, government officials, international organisations, multinationals, corporations and companies.

Key topics include:

- International protocol and soft diplomacy;
- Enhanced personal, professional image, first impressions;
- Corporate and diplomatic communication;
- Polished diplomatic and formal social etiquette;
- Self-confidence in official, formal and informal contacts;
- Professional communication skills;
- Confidence in public relations;
- Formal and informal dress, including evening dressing;
- Business communication with partners from all over the world;
- Strategies to gain an international edge;
- Importance of rank & status;
- Women in international business;
- Master the first meeting;
- Make an effective entrance & mingle;
- Gift giving etiquettes & protocol.



### Day 4 – **International Cultural Intelligence**

The globalisation of business around the world demands from leaders, managers and executives to deal with the complexities of merging corporate cultures as part of leadership, co-creation, production, marketing, planning, decision-making, recruitment and task assignments.

The Lewis Model, based on analysis of 135 countries, concludes that humans can be divided into three clear behaviour-related categories: linear-active, multi-active and reactive.

Key topics include:

- Dimensions of cultures;
- Intercultural & multicultural;
- Mindfulness;
- Analysis of cultures and impact on professional behaviour;
- Commonalities between different cultures and its impact on multicultural teams;
- The model of Lewis explained;
- Using the Lewis model to manage your international teams.



## Day 5 - **Dine Like a Diplomat**

Good dining skills are a must when conducting business abroad or entertaining international clients in your own country. Table manners (or lack thereof) can have an impact on how individuals, and the companies they represent, are perceived.

This masterclass will reinforce your talents and provide valuable skills to enable you to master the appropriate skills in dining with executives from around the world, including host and guest duties, styles of eating, host duties, mingling proficiency and creating appropriate conversations.

This masterclass uses discussions and a three-course meal to impart the knowledge and skills needed in a variety of dining situations.

Key topics include:

- Invitations;
- Extending or accepting an invitation;
- Protocol to observe when cancelling an invitation;
- Receiving of guests: what should you do at the receiving line?
- Host duties;
- Organizing a proper business luncheon;
- Select restaurant, table setting, greeting guests, hospitality;
- Protocol to observe as the host;
- Seating guidelines: correct seating for a business meal;
- Dining table protocol & etiquettes;
- Formal toasting: when and how?
- Protocol to observe when excusing yourself;
- Styles of eating;
- Handling the silverware.



## Day 5 - **Assessment**

- Demonstrate understanding of the content of masterclasses;
- Demonstrate facilitation skills through capstone assessment;
- Deliver training program and write self-evaluation report for review, assessment & feedback;

## **Participation Fee**

The participation fee of this train the trainer program is € 2.495 excl. VAT and other local taxes. The price includes course materials (digital) and lunch on all days.

Successful participants can opt to become a ProtocolToday Licensed Practitioner and deliver the program in an agreed territory.

## **Certification**

Successful participants will receive the Licensed Practitioner Certificate from ProtocolToday.

## PTA Licensed Practitioners Programs

As a PTA Licensed Practitioner, you are entitled to market and deliver the following masterclasses in the designated geographical area.

### Masterclasses

- Business Etiquettes & Professionalism
- International Business Protocol
- International Cultural Intelligence
- Dine Like a Diplomat

### Targeted Participants

- Directors, managers & executives
- Entrepreneurs & consultants
- National & local government officials
- City marketing & investment promotion executives
- International organisations staff
- Practicing diplomats, civil servants
- Individuals interested in international protocol
- Protocol and communications officers
- PR consultants
- Hotel managers and executives
- Bank managers and executives
- Meeting & special events professionals;
- Human relations professionals

## About ProtocolToday

**ProtocolToday**® in The Hague, The Netherlands is an expert organisation in international protocol, diplomacy, soft skills, business etiquettes and provides customized, solution-based training programs in the public and private sector.

All training programs are delivered by a distinguished team of international experienced professionals.

*ProtocolToday* was founded by Adriana Flores, an experienced consultant in Protocol and Soft diplomacy. Adriana has worked with many distinguished people and companies in the Netherlands and abroad. She holds a master degree in Arts of Protocol & Soft Diplomacy Skills and did her postgraduate in Protocol and Ceremonial at the International School of Protocol & Diplomacy in Belgium.

She has worked for ambassadors in the Netherlands and at the VIP-Centrum at Schiphol Airport Amsterdam where she was responsible for welcoming various national and international delegations including royal families, diplomatic corps, celebrities, political and religious leaders. Adriana speaks Spanish, English and Dutch.



All programs of *ProtocolToday* are supervised by Professor Dr. Dewanand Mahadew, an international expert with business development experience in more than 60 countries. He is the managing director of Dutch Council for International Business, Dean of International Business Development Academy and Professor in International Business and Strategic Management at UBIS University in Geneva.



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