

Command Your Career

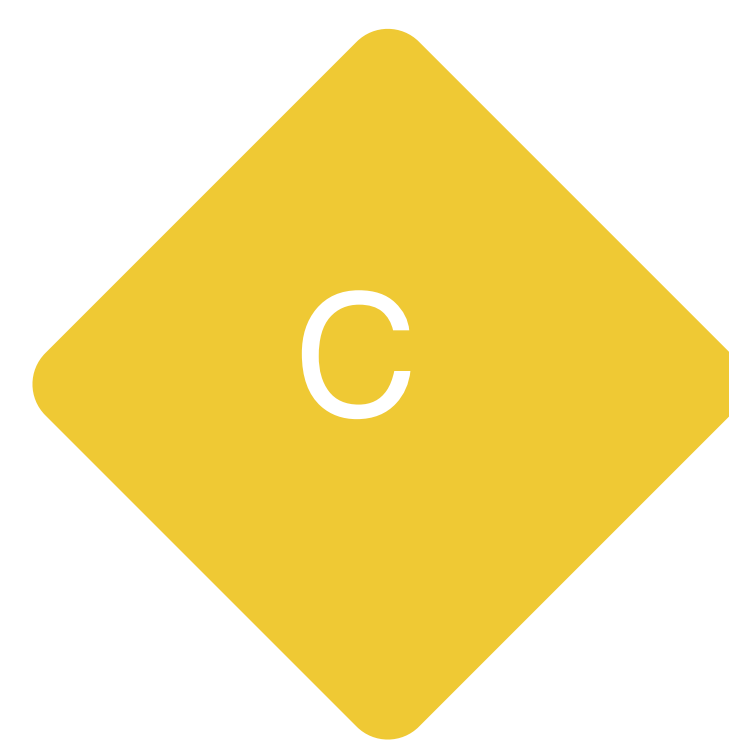
Landing a great job or promotion requires strong capabilities, or a recognized potential to develop them such as a relevant education. To further boost your career, you may be considering options that involve working with Americans and wondering what you can do to stand out among thousands of equally qualified candidates.

Whether you currently, or aspire to, work with companies that serve Americans, applying to your dream position is not usually enough to get the job. Even if you attended an American university, you probably don't know how business is done in American corporations to succeed without observing and learning as you go.

Take control of your success and command your career by learning the basic business protocols used by Americans. When you improve your qualifications for positions engaging with Americans, you may be able to improve customer satisfaction to earn a promotion or higher pay hike.

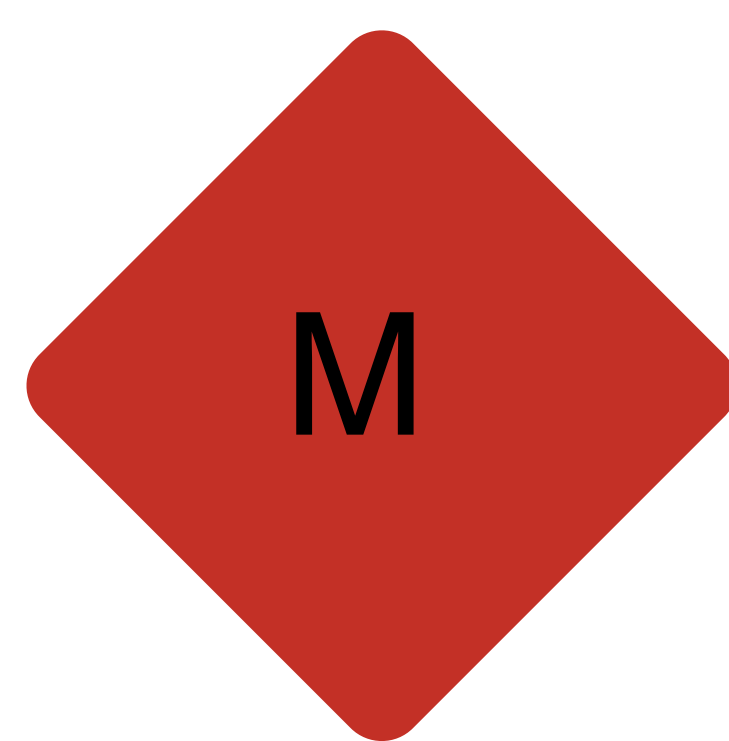
CMD (Command) Framework

Effective Communications



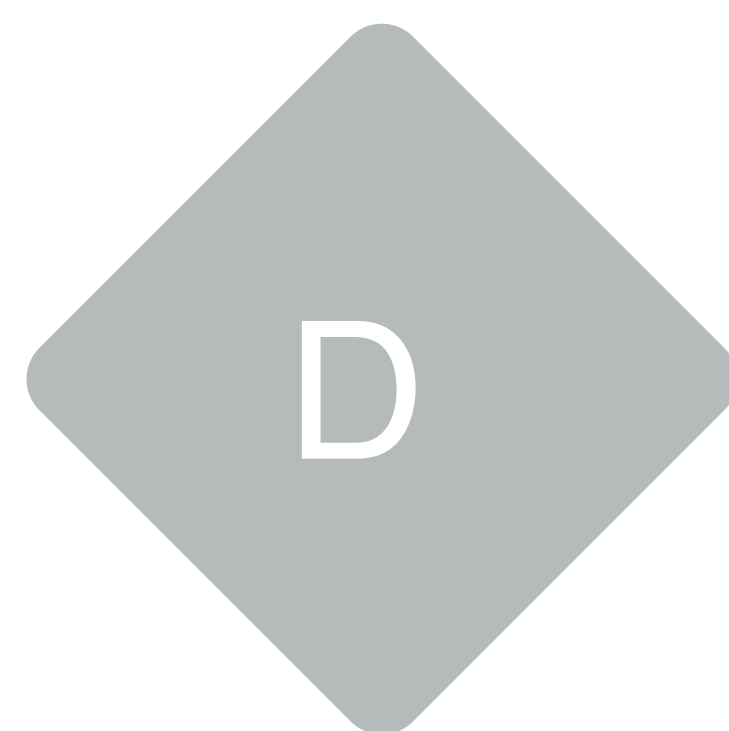
Say what you mean, mean what you say

Effective Meeting Management



Set the agenda and stick to it

Effective Documentation



If it isn't written, it doesn't exist

Learn more at www.AmericanBusinessBasics.com

American Business Basics

ABB Course Benefits

Learn at your own pace on any web-enabled computer or mobile device

- **CULTURE SENSITIVITY:** Learn how to meet expectations and build strong relationships with Americans
- **COMMUNICATIONS:** Understand how to engage with Americans during phone and face to face meetings
- **MEETING MANAGEMENT:** Learn how to request, run and host effective meetings
- **DOCUMENTATION:** Determine what and when information should be shared with whom, and in what format

Is the ABB course right for you?

If you are an Indian consultant, sales or service professional, you may be able to qualify for a new job, earn faster promotions, or higher pay hikes by learning how to navigate culture differences and address unspoken expectations when contacting, meeting, selling, or serving Americans.

About your instructor: Careen Foster

I founded American Business Basics, an online course to help Indian students and professionals boost their careers by learning how to effectively work with Americans.

- Former Chief Marketing Officer and Head of Client Experience at Fractal Analytics - Indian founders from IIT/IIM serving Fortune 500 companies
- 35 years executive experience leading product management and marketing teams at American corporations
- Coached over 50 consultants, product managers, marketeers, and senior leaders on hundreds of content pieces targeting American business executives



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