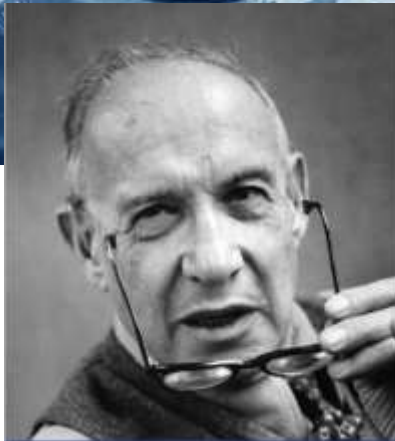
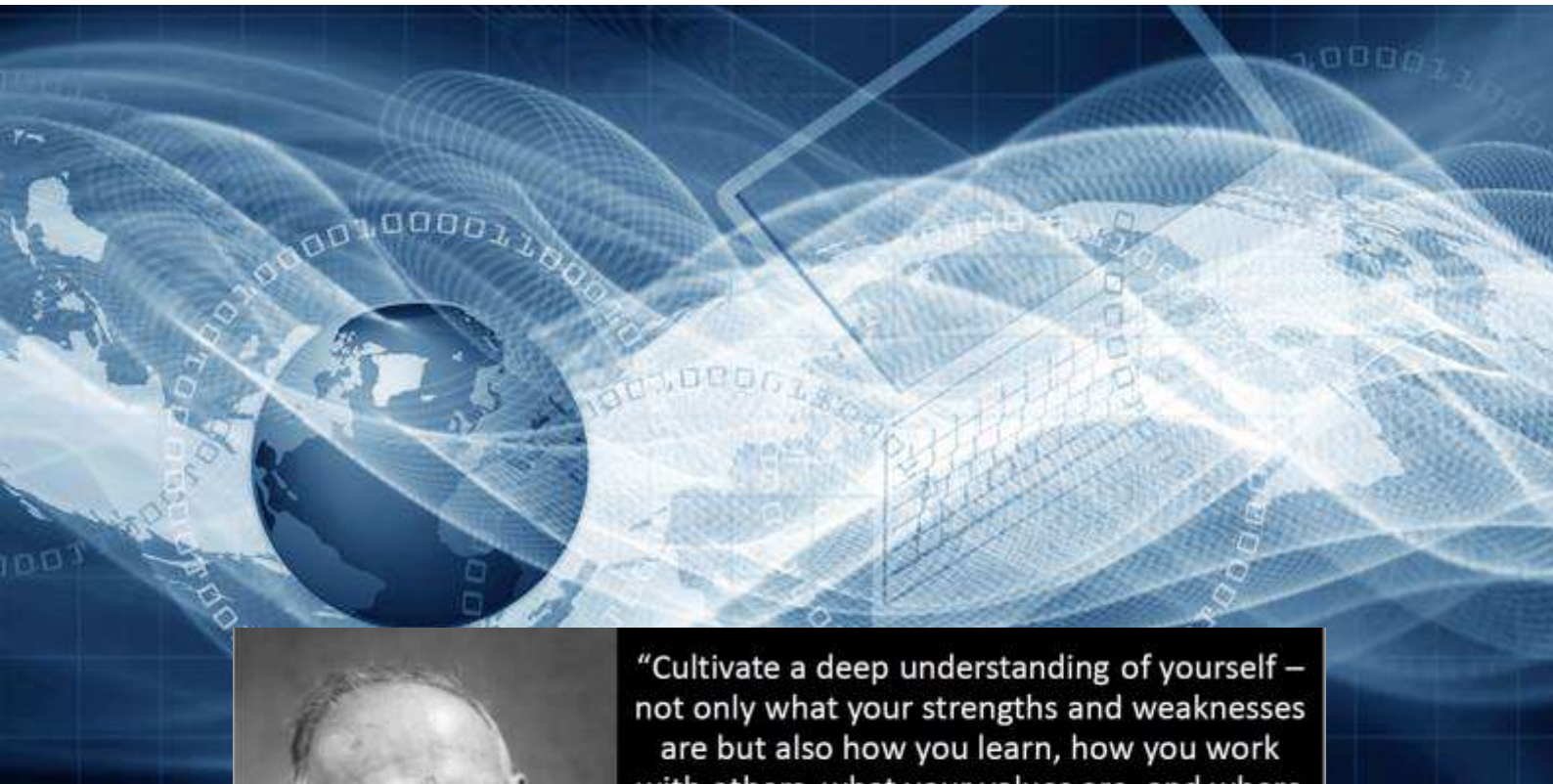


# PROTOCOLTODAY

PROTOCOL & SOFT DIPLOMACY CONSULTING

ACADEMY

**BECOME A PROTOCOLTODAY 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 -*

*“We are a capacity development company connecting values, cultures, organisations, individuals and societies around the world”*

## **WHY BECOME A PROTOCOLTODAY LICENCED 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, and others). 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**

Licensed Practitioner	To Maintain PTA license, licensees has to:
<p>5 days training program, incl. cases &amp; assessments;</p> <p><i>After training participants will:</i></p> <ul style="list-style-type: none"> <li>✓ Demonstrate understanding of the content of masterclasses;</li> <li>✓ Demonstrate facilitation skills through capstone assessment;</li> <li>✓ Deliver training program and write self-evaluation report for review, assessment &amp; feedback;</li> </ul> <p><i>Successful participants will:</i></p> <ul style="list-style-type: none"> <li>✓ Receive official PTA Licensed Practitioner Certificate;</li> <li>✓ Be listed as PTA Licensed Practitioner on ProtocolToday</li> </ul>	<ul style="list-style-type: none"> <li>✓ Deliver at least one training program per year and submit self-reflection report;</li> <li>✓ Participate in ProtocolToday refreshment programs.</li> </ul>

## **WHO SHOULD ATTEND**

- Existing trainers and coaches working with executives, managers, professionals, government officials, and others;
- Consultants in image consulting, business etiquettes, and others;
- 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.

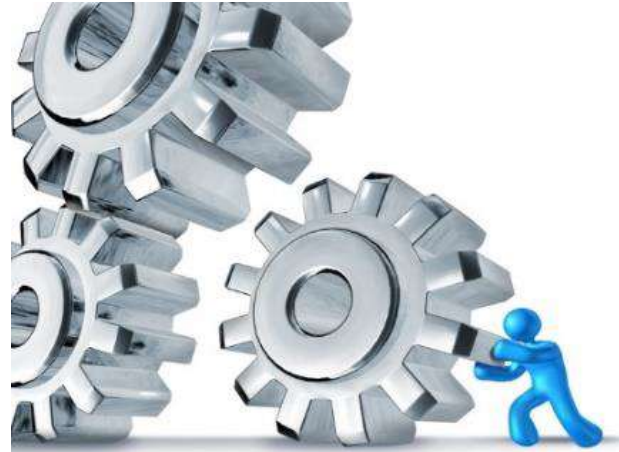
## **STRUCTURE & DIDACTICS Learn Today & Practice Today!**

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 national and 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 & hand shake;
- Business customs & terminology;
- The art of conversation both in person and on phone;
- How to dress appropriately, personal style and its influence on your communication;
- The right way of behaving online in a business context;
- International Business Etiquette;
- Dealing with ethical dilemmas, personal issues, and difficult people;
- Polished diplomatic and formal social etiquette;
- Dress-code: Formal and informal dress.

## 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. It is 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 skills;
- Business communication with partners from all over the world;
- Strategies to gain an international edge;
- Flags;
- Protocol in the car;
- Seating protocol by meeting;
- Importance of rank & status;
- Make an effective entrance & mingle;
- Gift giving etiquette & 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:**

- Cultural intelligence;
- Emotional intelligence
- The Power of Culture in Business
- Dimensions of cultures;
- Intercultural & multicultural;
- Mindfulness;
- Analysis of cultures and impact on professional behaviour;
- Commonalities between different cultures;
- Cultural communication context
- Non-verbal communication differences
- Power distance
- Problems solving & decision making
- Conflict/negotiation style
- The model of Lewis;
- Using the Lewis model to manage your international teams.
- Effective collaboration strategie

## Day 5 - Dine like a Diplomat. Study case

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:**

- Protocol to make invitations, extending, accepting and cancelling;
- Receiving of guests: what should you do at the receiving line?
- Host duties and his protocol;
- Organizing a proper business luncheon;

**LICENCED PRACTITIONER**

- Select restaurant, table setting, greeting guests, hospitality and protocol aspects;
- Seating guidelines: correct seating for a business meal
- Dining table protocol & etiquette;
- Handling the silverware.

**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 masterclass is € 2.495 excl. VAT and other local taxes. The price includes course materials (digital) and lunch on all days.

**CERTIFICATION**

- ✓ Successful participants will receive the Licensed Practitioner Certificate from ProtocolToday.
- ✓ Successful participants can opt to become a ProtocolToday Licensed Practitioner and deliver the program in an agreed territory.

**PTA LICENSED PRACTITIONERS PROGRAMS**

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

<b>Masterclasses</b>	<b>Targeted Participants</b>
<ul style="list-style-type: none"> <li>• Business Etiquettes &amp; Professionalism</li> <li>• International Business Protocol</li> <li>• International Cultural Intelligence</li> <li>• Dine Like a Diplomat</li> <li>• Become a PTA Qualified Trainer</li> </ul>	<ul style="list-style-type: none"> <li>✓ Directors, managers &amp; executives;</li> <li>✓ Entrepreneurs &amp; consultants;</li> <li>✓ National &amp; local government officials;</li> <li>✓ City marketing &amp; investment promotion executives;</li> <li>✓ International organisations staff ;</li> <li>✓ Practicing diplomats, civil servants;</li> <li>✓ Individuals interested in international protocol;</li> <li>✓ Protocol and communications officers;</li> <li>✓ PR consultants;</li> <li>✓ Hotel managers and executives;</li> <li>✓ Bank managers and executives;</li> <li>✓ Meeting &amp; special events professionals;</li> <li>✓ Human relations professionals.</li> </ul>

## ABOUT PROTOCOLTODAY

ProtocolToday® in The Hague, The Netherlands is an expert organisation in international protocol, diplomacy, soft skills, business etiquette and international cultural intelligence. We offer customised, solution-based training programs in the public and private sector.

We capitalise on our global network and large experience in doing business and dealing with people from around the world. We train executives to use of soft and hard power in profit, non-profit, public and government sectors around the world.

*Through our training programs we enable executives to feel comfortable in dealing with people from different backgrounds in multiple settings.*

## TEAM



Adriana Flores MA  
Managing Director

Adriana is the founder of ProtocolToday. She is an experienced consultant in Protocol and Soft diplomacy. She has worked with many distinguished people and companies in the Netherlands and abroad.

She holds a Master of Arts degree in Protocol & Soft Diplomacy Skills from the International School of Protocol & Diplomacy in Brussels, Belgium.

In addition, she holds a postgraduate degree in Protocol and Ceremonial from the same institute.

Adriana 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.



Dr. Dewanand Mahadew  
Program Director

Dewanand is an international expert with business development experience in more than 60 countries. He is the managing director of NewEconomyStrategies, Dean of International Business Development Academy and Professor in International Business and Strategic Management at UBIS University in Geneva.

He has master's degrees in process engineering, industrial management, marketing, business management and a DBA degree in strategic management.

He speaks on different conferences around the world and is a visiting professor at different universities. His specialisations include concept development, business models engineering, innovation strategies, entrepreneurship, value propositions and strategic alliances.



