



PROTOCOL  
TODAY  
Academy

# Licensed Practitioner ProtocolToday Program

Become a mindful executive with the  
skills to navigate & Operate smoothly around the world

The Hague | [www.protocoltoday.nl](http://www.protocoltoday.nl)

## Licenced Practitioner

*We train and equip you with the capabilities to empower local leaders  
& managers to operate around the globe.*

### Why Become a ProtocolToday Licenced Practitioner?

*Bringing global mindset skills to local leadership*

ProtocolToday, The Hague, The Netherlands, enables organisations, embassies, companies, and individuals to meet the needs and expectations at national and international stages in public and private sectors. Our training programs allow your staff to represent themselves and the organisation with excellence and distinction.

Our programs and services are designed to share tailored information and "bridge" gaps.

### The services and Value of our programs

We are specialised in business etiquette, business protocol, diplomatic protocol, cultural intelligence, and soft power skills. We train executives to use soft and hard power in profit, non-profit, public, and government worldwide. We enable them to feel comfortable dealing with people from different backgrounds worldwide through our training program.

## ProtocolToday Licenced Practitioner Program

(PLP-21-5-P)

### Global Mindset Skills (GMS – 5)

#### Global Mindset Skills to manage across cultures

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, and diverse and are driven by collaborative cooperation and co-creation abilities.

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

**Global Mindset Leaders have:**

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- 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 build trusting relationships with people from different backgrounds.
- Should know about the application of protocol, handle and be aware of the sensitivities when seating representatives and other guests, navigate a formal dinner or a social networking event, handle writing communication, and be mindful of different cultures.

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### Programs & Requirements:

**Five days training programs, incl. Cases & assessments;**

**To Maintain a PTA license, the licensee has to:**

- GMS-01 PTA Qualified Trainer;
- GMS-1 International Business Etiquette;
- GMS-3 International Business Protocol;
- GMS-4 International Cultural Intelligence;
- GMS-7 Dine like a Diplomat.

***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, evaluation & feedback;

***Successful participants will:***

- Receive official PTA Licensed Practitioner Certificate;
- Be listed as PTA Licensed Practitioner on ProtocolToday.
- Deliver at least one training program per year
- Submit a self-reflection report;
- Participate in ProtocolToday refreshment programs.

**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 are working in the private and public sectors.

### Structure & Didactics

#### Learn Today & Practice Today!

The PTA Licensed Practitioner Program is a 5-day 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 internationally experienced academics and professionals with a solid national and international business background, 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 extensive global network and international references.

#### Teaching/ Learning

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

Participants will receive a syllabus in advance to prepare themselves for the program. The program includes in-between assessments enabling you to process the learning matters in a personalised way.

#### Assessment

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

#### 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.

#### Participation

The Masterclass programs can be delivered online or in-class in any city worldwide.

#### It includes:

- Total program;
- Action learning method;
- Digital reading material;
- Personalised evaluation;
- Certification by ProtocolToday. EQF 7 levels of ProtocolToday Academy

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### PTA Licensed Practitioners will be able to deliver:

As a PTA, Licensed Practitioner will be entitled to market and provide the following masterclasses in the designated geographical area and the below-targeted participants.

#### Masterclass

- GMS-1 International Business Etiquette;
- GMS-3 International Business Protocol;
- GMS-4 International Cultural Intelligence;
- GMS-7Dine like a Diplomat.

#### Target Participants

- ❖ **Business Professionals:** Entrepreneurs, Consultants, Business Development Professionals, Directors, Managers & Executives, Executives working in the

private and public sector, Bank managers and executives,

- ❖ **Executives & Professionals:** National & Local Government's Officials, City Marketing & Investments Promotion Executives, International Organizations Staff;
- ❖ **Professionals active in the Hospitality & Tourism Industry;**
- ❖ **Protocol and communication officers:** VIP managers, PR consultants; Individuals interested in the international protocol;
- ❖ Meeting & special events professionals,
- ❖ Human relation profession,
- ❖ Students of International Relations.

## General Program Content

(GMS-00)

### Become a PTA Qualified Trainer

The PTA coaching concept is based on moving from learning to performance. It is designed to enable you, as a 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: Identity/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 questions, Socratic approach, effective

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dialogues, multiple learning tools (explanation of concepts, questions, assignments, peer discussions, etc.) and feedback technique

### (GMS-1)

#### International Business Etiquette

Relations in business and social domains are more accessible if the concerned individuals are perceived as trustworthy, respectable, and have proper business etiquette. To achieve a professional image, executives need to understand different personalities, nationalities, cultures, and the associated Etiquette and manners. The three components of business etiquette (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 others perceive you. Knowing how to make a great first impression, dress appropriately, read body language, etc., helps you present yourself in an impactful way.

#### Key topics include:

- Importance of business etiquette and the three most important components;
- The professional image you want to transmit;
- Dress appropriately, personal style and its influence on your communication;
- High-level officials events business & diplomacy, formal and semi-formal dress;
- International dress code;
- Dress-code in the Middle East and Japan;
- Introducing clients, colleagues and VIPs' in a business context;
- International forms of greetings;
- Forms of greetings in Japan;
- Forms of greetings in the Middle East;
- The power of a personal presentation (elevator pitch);
- Give the first impression with impact and content with influence; The power of Verbal – not verbal communication, Business cards, Online Etiquette, Verbal & Not verbal communication during business meetings;
- The ability to handle networking events & receptions with influence.

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(GMS-3)

### International Business Protocol

In today's global economy and cross-border operations, there is an increasing need to understand business and diplomatic protocol and make the correct impressions.

The modern protocol knows how to be comfortable and at ease, empowered with confidence and authority to make others feel genuinely welcomed and comfortable. It is about creating the right environment for business and making an impact while maintaining courtesy and politeness in international affairs; meetings with ambassadors, government officials, international organisations, multinationals, corporations, and companies.

#### Key topics include:

- Protocol vs Etiquette;
- Modern Protocol vs classic protocol as the key to building a relationship;
- Protocol as the key to creating and structuring meaningful encounters;
- Different kinds of protocol;
- The seating arrangement of precedence of guest in business meetings;
- The seating arrangement of precedence in diplomatic and international organisations;
- Rules of the flags and applications in business and diplomatic protocol;
- Flags in the car;
- Business communication protocol with partners from all over the world;
- Business protocol in Japan and China
- Bilateral meetings, Importance of rank & status;
- Bilateral meetings, make an effective entrance & mingle;
- Guest management protocols;
- Greeting and ushering

(GMS-4)

### International Cultural Intelligence

The globalisation of the world demands 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 Masterclass International Cultural Intelligence enables participants to understand the power and dimensions of cultures. It elaborates on the impact of cultures on negotiations, teamwork, contracting behaviour and management issues.

A core element of the masterclass is the Lewis Model, based on research analysis of the impact of culture in 135

countries. This model argues that humans, from any country in the world, 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;

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- 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 strategy;
- Cultural aspects of doing business in The Netherlands, Middle East, Japan and China.

### (GMS-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 the right conversations.

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

#### Key topics include:

- Etiquette on the table;
- Host duties and his protocol;
- Receiving of guests: what should you do at the receiving line?;
- Organising a proper business luncheon;
- What is the image you want to transmit;
- Protocol to make invitations: extending, accepting, and cancelling;
- Guestlist, dress code, invitation card, and attendance confirmation (case study)
- International forms of address (titles);
- Dress code for formal dinners (white tie, black tie, lounge suits);
- Seating arrangement of precedence for business & diplomatic meal;
- Select restaurant and table setting;
- Greeting guests and protocol aspects;
- Criteria for the placement of diner and protocol aspect;
- Tableware and Decoration, service and presentation;
- Decoration on the table;
- Dining table protocol & Etiquette;
- Handling table setting cutlery;
- Handling glassware;
- International variations on table settings as European, American, British
- Handling complex dishes;
- Menus;
- Etiquette for wine and wine glasses;
- Handling a speech/toast;
- Impactful Business Dine like a Diplomat with Selected Executive Guest (Case study)
- How to use the theory in this case study;
- Protocol design: developing the program.



### About ProtocolToday

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

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 soft and hard power in profit, non-profit, public, and government worldwide.

Our training programs enable executives to feel comfortable dealing with people from different backgrounds in multiple settings.

#### DIRECTORS

##### **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 distinguished people and companies in the Netherlands and abroad. She holds a Master of Arts degree in Protocol & Soft Diplomacy Skills and a Postgraduate degree in Protocol and Ceremonial Belgium.

Adriana has worked for ambassadors in the Netherlands and at the VIP-Centrum at Schiphol Airport Amsterdam. She welcomed various national and international delegations, including royal families, diplomatic corps, celebrities, political and religious leaders.

##### **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 at different conferences worldwide and is a visiting professor at various universities. His specialisations include concept development, business models engineering, innovation strategies, entrepreneurship, value propositions and strategic alliances.

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