MMM Training Solutions

Global Business Etiquette Case Study

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This case study enables you to understand the methodology and the demonstrated effectiveness of a Global Business Etiquette training program that is being conducted by MMM Training Solutions for a large automotive manufacturer.

Situation:

A large automotive manufacturer wanted us to conduct a global business etiquettetraining program for their middle to senior level management staff to achieve the following objectives:

- Enhanceinterpersonal skills in order to have effective interactions with global stakeholders
- Learn the acceptable ettiquette and avoid using etiquette that would offend their stakeholders (both internal and external)
- Use social etiquette that projects the brand image of the organisation in a positive manner
- To positively influence their team culture through usage of the right etiquette and behaviour

Profile of Participants:

- About 160 Middle to senior level managers who have10to 30 years of work experience.
- A majority of the participants were from India. However, there were participants from other cultures such as Germany, Turkey, Japan and the USA.

Methodology of Implementation:

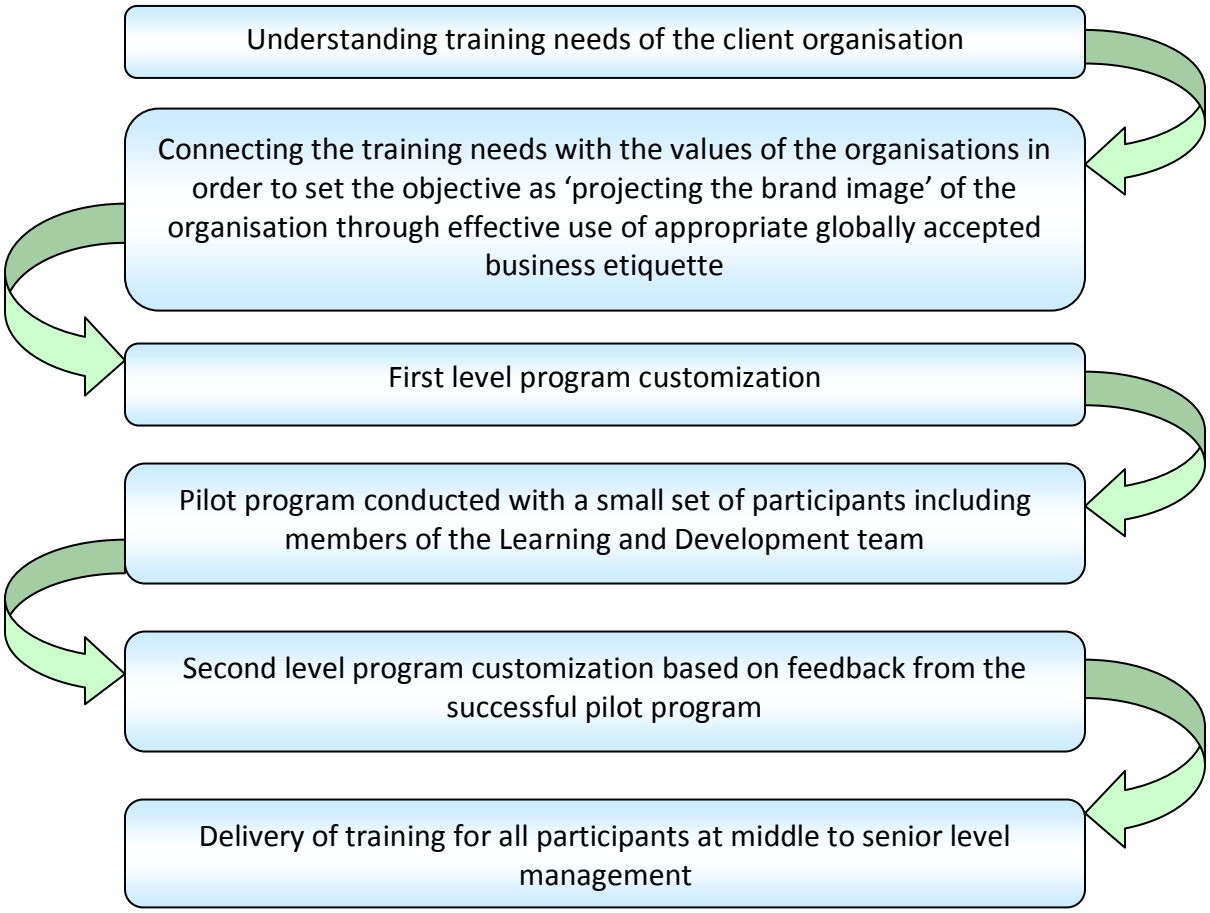
This training was conducted for six hours per batch. We have covered 10 batches so far and the training is still being continued.

The first 4 hours focused on global etiquette and practices. The last 2 hours focused on dining with stakeholders, social etiquette, dining etiquette and rapport building.

The various methodologies used were:

- Presentations by participants on appearance, body language and e-mail etiquette
- Role playing the values the organization wanted to build into its culture
- Group discussions on social etiquette
- Instructor led training on global business etiquette
- A simulation of a six course meal at a hotel where they simulated dining with stakeholders and were given tips on dining etiquette, usage of cutlery and pairing of win by the Chef and Maître d' of the hotel

Our Approach:



Summary of Outcomes and Feedback:

- Each participant created an action plan of '3 key commitments' that they would take to become better brand ambassadors of their organisation
- These plans were laminated and kept on the desks of the managers to serve as a constant reminder of the commitment they had taken to not only become brand ambassadors of the organisation but also to inspire their team members to do so.
- The client organisation was very satisfied with the pilot program that was conducted and decided to extend it to all of their senior and middle management audience
- The feedback from the participants has been good with participants from various cultures saying that it not only brought a lot of learning but also a lot of mutual understanding as some aspects of etiquette were previously unknown or not given a lot of importance to
- The program was deemed a great success and The feedback from the client organisation has been that have been very satisfied with the training
- The client organisation has decided to extend this training program to their supervisory level and frontline management staff as well as include it as part of their induction training for new recruits into the organisation