

International Business Institution

Seminars and Courses Catalog

Descriptions and Programs of Seminars and Courses



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Contents:

	Page #
Content	2
Why Should You Learn With Us	3
The Benefits Of Our Training	4
Beginners Business English	5
Intermediate Business English	11
Advanced Business English	17
Effective Business Communication In English	24
Effective Business Correspondence In English	32
Effective Strategies Of Master Negotiations In English	40
How Do We Do It?	51
Our Teaching Methods	52
What Will You Gain Learning With Us	53
About Us	54-55
Our References	56
Our Trainers	57-58
Contact	59

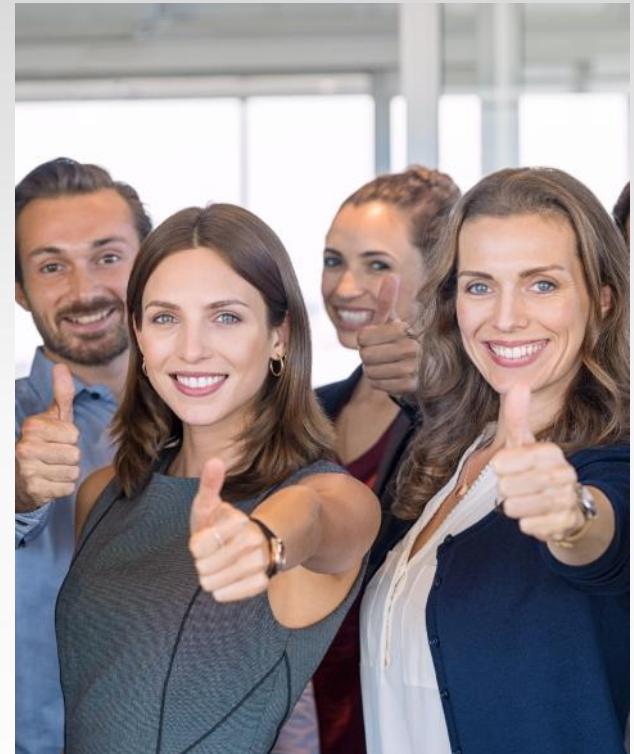
Why should you learn or train with us?

- Our main priority is **satisfaction of our Clients**. Each and every language course or business training is based on our Client's needs and expectations. We make sure that in addition to **gaining new knowledge and expertise** our Clients, through brainstorming and discussions which take place during our trainings, gain also **new experiences, inspirations and new ideas**. We also make sure that our Clients gain a great deal of **motivation to implement** and constantly use this newly acquired knowledge and expertise which will stay with them for the rest of their lives.
- Our trainings teach the **newest business solutions and methods** which provide our Clients with the **competitive advantage** and give them **a leg up on the competition**. More over, our Clients increase their and their employers' operational **effectiveness and efficiency**. Our Clients fully understand and appreciate the process of continuous education and improvement of their skills since that is **the main reason for their success**.
- **Our Clients' satisfaction and appreciation** of our trainings are the **living proof** that our trainings provide **a great deal of knowledge**, are **professional** and are of **the highest quality**.

The benefits of our trainings

You as our Client gain the following:

- ✓ **a great deal of knowledge** delivered by experienced trainers which you can immediately use in your work or private live.
- ✓ **new tools** which you can immediately implement in your workplace which will improve the effectiveness and efficiency of your firm's operations, gain new customers and improve your firm's image.
- ✓ **training** which is geared to your expectations and needs
- ✓ **Course manual and manuscript** in paper and electronic form
- ✓ **Trainer's support** in a form of private consultations for the period of up to 6 months after the course
- ✓ We choose **the best catering** during the entire course
- ✓ organize our seminars and business trainings in the most **attractive locations**, so that you can combine business with pleasure.
- ✓ **the participants of our trainings retain a feeling of well spent time with us.**



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International Business Institution

Beginners Business English

Description and Program

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The objective of the course

- The **Beginners Business English** course is an **intensive training in English** which develops and expand one's knowledge of English language, allowing him/her to **communicate with Native Speakers**. During the training its participants will learn proper and effective communication, both **verbal and written**, in English so as to improve their skills in communicating with Native Speakers. The method used in the course is based on the most advanced and effective Canadian method of teaching English which objective is to teach participants to **very quickly communicate with English speaking people**. The course will also improve its participants' English language skills needed at work, school or university.
- During the course its participants will learn to read texts with understanding and will learn to understand speeches and talks during business meetings, conferences, in a radio, television, etc.
- The **Beginners Business English** course will also teach its participants to be able to convey specific information and **express their own opinions and conclusions**, both in writing and orally and will allow them to **Maintain conversations on a professional, economic and business topics**.
- In additions, the course participants will learn current economic, political and **business vocabulary and expressions**.

The advantages of the course

The participants will learn:

- ✓ Proper grammar of the English language
- ✓ Proper communication in English with Native Speakers
- ✓ Parts of sentences and how to use them
- ✓ How to create proper sentences in English
- ✓ How to create proper paragraphs in English
- ✓ Tenses and their consistent use
- ✓ Principles of Effective Verbal Communication
- ✓ Principles of effective written communication
- ✓ Formal and informal English
- ✓ When to use formal language and when to use informal one
- ✓ Proper language & expressions in business communication
- ✓ How to establish effective relations with foreigners.

For whom is the course:



The course is dedicated to business people, financiers, diplomats, journalists, managers and all others who want to learn English and be able to communicate with **Native Speakers**.

Course Program

INTRODUCTION

- ⦿ Teacher
- ⦿ Students
- ⦿ The course

ENGLISH GRAMMAR

Tenses:

Present

- Present Simple
- Present Continues
- Present Perfect

Past:

- Past Simple
- Past Continues
- Past Perfect

Future

- Future Simple
- Future Continues

Question, reporting questions,
answering negative questions, wh-
questions

Nouns and compounds

Articles

Modals

Passives

Relative clauses and other type of
clauses

Pronouns and reflexive pronouns

Adjectives

Adverbs and conjunctions

Prepositions

Business Trainer:

Matthew Boyd, M.B.A., B. Comm., C.F.E. - a Canadian businessmen and lecturer with over 30 years of practical business experience. Secretary of the Committee of the Minister of Revenue Canada, taking minutes of meetings and writing minutes, protocols and correspondence for the President of the Committee and its various members. Experienced Auditor conducting full-fledged internal audits and writing concise and comprehensive reports and correspondence. Experienced business trainer and English language teacher, speaker and lecturer. Possesses many years of experience in preparing and conducting different business seminars. Developed an effective methodology to teach English and prepare his students for exams such as Cambridge [FCE](#), [CAE](#), [CPE](#), [TOEFL](#), [IELTS](#), [LCCI English for Business](#), [TOLES](#), [GMAT](#), [New High School Certificate](#) in English, etc. Developed and conducted specific seminars in English such as Effective Business Negotiations in English, [Legal English](#), [Business English](#), English for Managers, Executive English, Effective Business Correspondence in English, Effective Public Speaking And Business Presentations In English and many, many more. Able to prepare any type of business seminar in English in accordance with his clients' needs.

International Business Institution

INTERMEDIATE BUSINESS ENGLISH

Course Description and Program

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The objective of the course

- The **Intermediate Business English** course is an **intensive training in English** language that develops and expands one's knowledge of English language, allowing him/her to better **communicate with Native Speakers**. During the training its participants will learn proper and effective communication, both **verbal and written**, in English so as to improve their skills in communicating with Native Speakers. The method used in the course is based on the most advanced and effective Canadian method of teaching English which objective is to teach participants to **very quickly communicate with English speaking people**. The course will also improve its participants' English language skills needed at work, school or university.
- During the course its participants will learn to read texts with understanding and will learn to understand speeches and talks during business meetings, conferences, in a radio, television, etc.
- The **Intermediate Business English** course will also teach its participants to be able to convey specific information and **express their own opinions and conclusions**, both in writing and orally and will allow them to **Maintain conversations on a professional, economic and business topics**.
- In addition, the course participants will learn current economic, political and **business vocabulary and expressions**.

The advantages of the course

The participants will learn:

- ✓ Proper grammar of the English language
- ✓ Proper communication in English with Native Speakers
- ✓ Parts of sentences and how to use them
- ✓ How to create proper sentences in English
- ✓ How to create proper paragraphs in English
- ✓ Tenses and their consistent use
- ✓ Principles of Effective Verbal Communication
- ✓ Principles of effective written communication
- ✓ Formal and informal English
- ✓ When to use formal language and when to use informal one
- ✓ Proper language & expressions in business communication
- ✓ How to establish effective relations with foreigners.

To whom is the course dedicated



The course is dedicated to business people, financiers, diplomats, journalists, managers and all others who want **to learn English** and be able to **communicate with Native Speakers**.

Course Program

INTRODUCTION

- Teacher
- Students
- The course

REVIEW OF ENGLISH GRAMMAR

- Tenses
- Nouns and compounds
- Articles
- Modals
- Passives
- Question, reporting questions, answering negative questions, wh-questions
- Relative clauses and other type of clauses
- Pronouns and reflexive pronouns
- Adjectives
- Adverbs and conjunctions
- Prepositions
- Others as needed

TOPICS

1. Economic and political relations
2. Companies and entrepreneurs
3. An emerging economy
4. Contracts, deals and tenders
5. Fairs and exhibitions
6. Economic performance
7. Monetary policy
8. The central bank
9. On the stock markets
10. Currencies and the foreign exchanges
11. Fiat money
12. Gold is money
13. On the commodity markets
14. Current economic situation

Business Trainer:

Matthew Boyd, M.B.A., B. Comm., C.F.E. - a Canadian businessmen and lecturer with over 30 years of practical business experience. Secretary of the Committee of the Minister of Revenue Canada, taking minutes of meetings and writing minutes, protocols and correspondence for the President of the Committee and its various members. Experienced Auditor conducting full-fledged internal audits and writing concise and comprehensive reports and correspondence. Experienced business trainer and English language teacher, speaker and lecturer. Possesses many years of experience in preparing and conducting different business seminars. Developed an effective methodology to teach English and prepare his students for exams such as Cambridge FCE, CAE, CPE, TOEFL, IELTS, LCCI English for Business, TOLES, GMAT, New High School Certificate in English, etc. Developed and conducted specific seminars in English such as Effective Business Negotiations in English, Legal English, Business English, English for Managers, Executive English, Effective Business Correspondence in English, Effective Public Speaking And Business Presentations In English and many, many more. Able to prepare any type of business seminar in English in accordance with his clients' needs.

International Business Institution

Advanced Business English

Course Description and Program

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The objective of the course

The **Advanced Business English** course is an **intensive English language training**, during which its participants will learn proper and effective communication in English so as to be able to **freely communicate with Native Speakers**. The participants will develop and expand their knowledge of English language and improve their communication skills.

During the course its participants will learn to read and understand texts related to the current events in the economy, business, politics, finance, etc. Specially selected texts that will emphasize key vocabulary, the newest expressions and word combinations used in the economy, finances, politics and business will be prepared and worked on with during the course.

The Course participants will also learn to formulate and express, both orally and in writing, their own opinions, observations and conclusions, and will be able to **maintain conversations on a professional level** on economic, political and business topics.

During the course the participants will have the possibility to **practice and improve their linguistic skills** in real business situations, such as business meetings, business conversations, business presentations, etc. in order to improve their abilities to maintain conversations with the Native Speakers. The course participants will **learn and study many practical styles of communication** in English, will review actual case studies and will gain much of hands on experience in communicating with Native English Speakers. In additions, the course participants will learn current economic, political and **business vocabulary and expressions**.

The advantages of the course

The participants will:

- ✓ Expand their knowledge of English language and its use
- ✓ Expand their business and general vocabulary
- ✓ Learn to use proper English grammar
- ✓ Learn different tenses and their proper and consistent use
- ✓ Gain knowledge of the parts of sentences and how to properly use them
- ✓ Learn how to create proper sentences in English
- ✓ Gain knowledge on how to create proper paragraphs in English
- ✓ Gain knowledge of the principles of effective verbal communication
- ✓ Learn how to effectively use written communication
- ✓ Gain knowledge of formal and informal English
- ✓ Learn when to use formal language and when to use informal one
- ✓ Learn proper communication with English Speakers
- ✓ Gain knowledge of English Business language
- ✓ Learn proper language & expressions in business communication
- ✓ Expand their comprehension of texts in the political, economic and business areas
- ✓ Improve their skills in understanding English communication, during meetings, conferences, presentations, on the radio, TV, etc.
- ✓ Learn new vocabulary in business, economy, politics, etc.
- ✓ Learn common idioms used in business, economy, politics, etc.
- ✓ Develop and expand their skills in conveying their positions, opinions and conclusions
- ✓ Learn specific expressions used in business and in their specific industry
- ✓ Learn how to establish effective relations with foreigners.
- ✓ Prepare themselves for specific exams (if needed)

To whom is the course dedicated



The course is dedicated to business people, financiers, diplomats, journalists, managers and all others who want **to better learn English** and be able to better **communicate with Native Speakers.**

Course Program

A. INTRODUCTION

1. Teacher
2. Students
3. The course

A. REVIEW OF ENGLISH GRAMMAR

1. Parts of sentences and how to use them
 - a. Nouns
 - b. Verbs
 - c. Modifiers
 - d. Adjectives
 - e. Adverbs
 - f. Etc.

1. Tenses

- a. Present
- b. Past
- c. Future

1. Nouns and compounds
2. Articles
3. Modals
4. Passives
5. All about **Questions**,
 - a. reporting questions,
 - b. answering negative questions,
 - c. wh-questions
 - d. etc.
1. **Relative clauses** and other type of clauses
2. **Pronouns and reflexive pronouns**
3. Adjectives
4. Adverbs and conjunctions
5. **Prepositions**
6. Etc.

Course Program (cont.'d)

TOPICS

1. Economic and political relations
2. Diplomatic relations
3. The president, parliament and government
4. Companies and entrepreneurs
5. An emerging economy
6. Contracts, deals and tenders
7. Fairs and exhibitions
8. Economic performance
9. Monetary policy

TOPICS (conti.'d)

8. The central bank
9. On the stock markets
10. Currencies and the foreign exchanges
11. Fiat money
12. Gold is money
13. On the commodity markets
14. Current economic situation

Business Trainer:

Matthew Boyd, M.B.A., B. Comm., C.F.E. - a Canadian businessmen and lecturer with over 30 years of practical business experience. Secretary of the Committee of the Minister of Revenue Canada, taking minutes of meetings and writing minutes, protocols and correspondence for the President of the Committee and its various members. Experienced Auditor conducting full-fledged internal audits and writing concise and comprehensive reports and correspondence. Experienced business trainer and English language teacher, speaker and lecturer. Possesses many years of experience in preparing and conducting different business seminars. Developed an effective methodology to teach English and prepare his students for exams such as Cambridge [FCE](#), [CAE](#), [CPE](#), [TOEFL](#), [IELTS](#), [LCCI English for Business](#), [TOLES](#), [GMAT](#), [New High School Certificate](#) in English, etc. Developed and conducted specific seminars in English such as Effective Business Negotiations in English, [Legal English](#), [Business English](#), English for Managers, Executive English, Effective Business Correspondence in English, Effective Public Speaking And Business Presentations In English and many, many more. Able to prepare any type of business seminar in English in accordance with his clients' needs.

International Business Institution

Effective Business Communication in English

Seminar description and program

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Seminar description

The **Effective Business Communication in English** seminar is an **intensive, 3 to 5 days training in English**, during which its participants will learn **proper and effective communication, both verbal and written**, in English so as to learn and/or improve their skills in communicating with **Native Speakers**. The method used in the seminar is based on the most advanced and effective Canadian method of teaching English which objective is to teach participants to **very quickly communicate with Native Speakers**. The seminar will improve its participants' English language skills needed at work, school or university.

The participants will learn proper **English grammar**: parts of sentences and how to properly use them, how to create proper **sentences** and **paragraphs** in English and how to properly create and use different **tenses**. They will also learn how and when to use **formal and informal communication**, how to make an effective business inquiry, how to **conduct effective phone calls and meetings in English**, how to effectively handle complaints, adjustments, inquiries, requests, etc. In addition, the participants will learn how to **write business letters, email, memos, reports**, adjustments, agreements, contracts, etc. The participants will also learn **new vocabulary** used in business and **specific expressions** frequently used in their specific industries. They will also learn how different cultures influence the way people do business and how to **establish effective relations with foreigners**. During the seminar its participants will learn and study many practical styles of communication in English, will review actual case studies and will gain much of hands-on experience.

The advantages of the seminar

The participants will learn:

- Proper grammar of the English language
- Proper communication in English with Native Speakers
- Parts of sentences and how to use them
- How to create proper sentences in English
- How to create proper paragraphs in English
- Tenses and their consistent use
- Principles of effective verbal communication
- Principles of effective written communication
- Formal and informal English
- When to use formal language and when to use informal one
- Proper language & expressions in business communication
- Proper communication with buyers & suppliers
- How to establish effective relations with foreigners
- How specific cultures influence their communication
- A secret of Low Context – High Context relations
- Effective Customer Service
- Adjustments and how to handle them effectively
- How to effectively handle adjustments in writing
- Principles of writing effective business letters
- Principles of writing effective business emails
- Principles of writing effective adjustment letters
- Principles of writing effective responses to adjustment
- Principles of writing effective business reports, etc.

To whom is the seminar dedicated



The seminar is dedicated to business people, financiers, diplomats, journalists, managers and all others who want **to better learn English** and be able to better **communicate with Native Speakers.**

Seminar Program

1. Review of the **basic grammar** in English
2. How to create proper **sentences** in English
3. **Parts of sentences** and how to use them
 - Nouns
 - Verbs
 - Modifiers
 - Adjectives
 - Adverbs
 - Etc.
4. How to create proper paragraphs in English
5. **Tenses** and their consistent use
6. How to create different **PRESENT** tenses and how and when to use them
7. How to create different **PAST** tenses and how and when to use them
8. How to create different **FUTURE** tenses and how and when to use them
9. How to create proper sentences in English
10. How to create proper **paragraphs** in English
11. Principles of effective verbal communication

Seminar Program (cont.'d)

12. Principles of effective written communication

13. Formal and informal English

14. When to use formal language and when to use informal one,

15. How to establish effective relations with foreigners

16. Technical communication related to specific industries

17. Effective Customer Service

18. Adjustments and how to handle them effectively

19. How to effectively handle adjustments in writing

20. Principles of writing effective adjustment letters

21. Principles of writing effective **business letters**

22. Principles of writing effective business emails

23. Principles of writing effective responses to adjustment letters

24. Principles of writing effective business reports, etc.

Seminar Program (cont.'d)

25. Proper language & expressions in business communication
26. Proper communication with buyers & suppliers in a specific industry
27. How specific cultures influence their communication
28. A secret of LOW CONTEXT – HIGH CONTEXT relations
29. Low context – high context relations
30. Summary
31. Questions & Answers

The above program is for informational purposes only. The actual program is specifically created for our Clients maybe modified, depending on our clients' needs and expectations.

Business Trainer:

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Effective Business Correspondence in English

Seminar description and program

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The description of the seminar

The **Effective Business Correspondence in English** seminar is an intensive 3 to 5-day training in English, during which its participants will learn the principles of proper and effective written communication in English, so as to increase their skills and abilities to properly communicate in writing in English. The method used in the seminar is based on an advanced and effective Canadian method of teaching new Canadians to properly communicate in writing which is very effective and gives fast results and long-lasting effects. The seminar will improve its participants' English language skills needed at work, school or university.

During the seminar its participants will learn **to write proper and effective business letters, emails, memos, letters of inquiry, adjustment letters, agreements, CVs, cover letters to CVs, business contracts and other forms of correspondence**. In addition, they will learn how and when to use **formal and informal communication in writing**. They will also learn how to use proper language & expressions in business correspondence. Furthermore, they will learn how **to establish effective relations with foreigners via proper and effective correspondence**.

The advantages of the seminar

The participants will learn:

- ✓ Proper grammar of the English language
- ✓ Proper grammatical structures used in correspondence
- ✓ Parts of sentences and how to use them
- ✓ How to create proper sentences in English
- ✓ How to create proper paragraphs in English
- ✓ Tenses and their consistent use
- ✓ Principles of effective written communication
- ✓ Formal and informal English
- ✓ When to use formal language and when to use informal one
- ✓ Proper language & expressions in business correspondence
- ✓ Proper correspondence with buyers & suppliers
- ✓ How to establish effective relations with foreigners via correspondence
- ✓ How specific cultures influence their written language
- ✓ A secret of Low Context – High Context correspondence
- ✓ Effective Customer Service and effective written communication
- ✓ How to effectively handle adjustments in writing
- ✓ Principles of writing effective business letters
- ✓ Principles of writing effective business emails
- ✓ Principles of writing effective adjustment letters
- ✓ Principles of writing effective responses to adjustment
- ✓ Principles of writing effective business reports, etc.

To whom is the seminar dedicated



The seminar is dedicated to business people, financiers, diplomats, journalists, managers and all others who want to learn **the secrets of effective business correspondence** in English.

Seminar Program

- I. Proper grammar of the English language
- II. Proper grammatical structures used in correspondence
- III. Parts of sentences and how to use them
- IV. How to create proper sentences in English
- V. How to create proper paragraphs in English
- VI. Principles of Effective Writing
- VII. Formal and informal English
- VIII. Appropriate style and register
- IX. Abbreviations
- X. Principles of writing effective business letters
- XI. Writing effective CV
- XII. Writing effective cover letters
- XIII. Writing Informal letters
- XIV. Principles of writing effective business emails

Seminar Program (cont.'d)

XV. Writing effective Memos

XVI. Writing effective Enquiries

XVII. Writing effective Replies

XVIII. Writing effective Orders

XIX. Principles of writing effective business reports

XX. Principles of Writing effective Proposals

XXI. Writing effective Complaints

XXII. Principles of writing effective adjustment letters

XXIII. Principles of writing effective responses to adjustment

XXIV. Summary

XXV. Questions & Answers

The above program is for informational purposes only. The actual program is specifically created for our Clients maybe modified, depending on our clients' needs and expectations.

Seminar structure:

The **Effective Business Correspondence in English** seminar is entirely conducted in English and has a form of a workshop. The seminar consists of theoretical part combined with multimedia presentations. During the seminar its participants will learn and study many **practical styles of business writing**, will review actual case studies and will gain much of hands on training. The participants will have the possibility to immediately **test the acquired knowledge**. The seminar ensures that the participants in additional to gaining knowledge on writing business correspondence will have plenty of possibilities during the seminar to apply this newly acquired knowledge in practice and test and improve their skills in writing business correspondence. During the seminar the participants will be working individually, in pairs and in groups and will have tests and quizzes testing their newly acquired knowledge and skills.

Certificates:

Each participant will receive a **CERTIFICATE** in English of completion of the seminar.

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International Business Institution

Effective Strategies of Master Negotiations in English

Seminar description and program

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DESCRIPTION OF THE SEMINAR

The **Effective Strategies of Master Negotiations in English** seminar is a 3 - 5-day business training conducted in English. The objective of the training is to increase its participants' knowledge, skills and abilities to **conduct effective negotiations in English**. The seminar provides practical and time-tested knowledge of techniques and strategies of business negotiations.

The Effective Strategies of Master Negotiations strategy is based on the principle that anything you want in life is owned or controlled by someone else. Whenever you are in contact with another person you're negotiating. Negotiation is back-and-forth communication designed to reach an agreement when you and the other side have some contradictory. You must structure the negotiations so they get what they want and you get what you want. In essence, negotiations is handling people.

There are specific maneuvers that take place in negotiations and in order to become an effective **Master Negotiator** you need to know them and know how to use them. An effective **Master Negotiator** negotiates by a set of rules, just like you play the game of chess. The big difference between negotiating and chess is that, in negotiations, the other person doesn't have to know the rules. There are predictable responses to the maneuvers that take place in negotiations. Your opponent will respond predictably to the moves that you as **Master Negotiator** will make. At the same time, an effective **Master Negotiator** will be able to recognize the maneuvers that the opponent is using on you and will learn how **to diffuse and/or eliminate them**. In this seminar you will learn the maneuvers and techniques to use to get what you want and the maneuvers/techniques the other side will try to use on you and how to defuse and eliminate them and in the end get what **YOU** want.

To whom is the seminar dedicated



For anyone who
wants to learn the
**secrets of effective
negotiations** and
wants to become a
Master Negotiator

Seminar Benefits

Seminar Participants will:

- ✓ gain knowledge what effective negotiations really are
- ✓ learn the critical elements of negotiations
- ✓ increase their skills and abilities in conducting negotiations both in business and their private lives.
- ✓ gain knowledge and learn to formulate and implement effective strategies in conducting effective negotiations.
- ✓ learn and expand their knowledge of different techniques of conducting effective negotiations
- ✓ learn and improve their skills of effective communication in conducting negotiations in English
- ✓ learn how to structure effective negotiations and to prepare negotiation goals and strategies to achieve them
- ✓ learn to ask the right questions, to start and react to the presented offers and proposals and how to reach agreement in negotiations
- ✓ gain knowledge how to manage and resolve conflicts during negotiations
- ✓ learn different types of negotiations, and
- ✓ many, many more

Seminar Program

I: Preparation for negotiations

1. What are negotiations?
2. Lack of preparation = DOA
3. Know thy opponent
 - know his position
 - ⦿ in the company; and
 - ⦿ in negotiations
 - gather as much info as possible
 - who is your competition,
 - what potential offers he may have
4. Do you need to establish your objectives and a strategy to achieve them?
 - ✓ SMART
 - ✓ BATNA
 - ✓ WATNA
5. Should you prepare arguments to present your position?
6. Should you prepare arguments your opponent may have & how to eliminate them?
7. How to structure the negotiations
8. What q's to ask and which ones not to ask?

9. The arguments you will use,
10. What to do when they surprise you?

II: Starting Negotiations

11. How to begin the negotiation?
12. What signs to look for?
13. How to determine the other side's position.
14. Presenting the offers
15. Flinching.
16. Responding to an offer
17. What do they want and why do they want what they want?
18. Should you concentrate on what and why they want something or on their position?
19. How to present your offer
20. To accept or not to accept the First Offer
21. How much to ask for?
22. Bracketing
23. To flinch or not to flinch – that's the question

Seminar Program

- 25. To Avoid or not to Avoid Confrontational Negotiation?
- 26. Emotions What to do with them and how to handle them
- 27. Body language – yours and theirs
- 28. Should you treat negotiations as a game?
- 29. Should you separate people from the position they take in negotiations?

III: Effective Master Negotiating Techniques - Beginning

- 30. The Reluctant Seller and the Reluctant Buyer
- 31. The Vise Technique
- 32. The Higher Authority Technique
- 33. The Other Side Loves to Use Higher Authority
- 34. Handling the Person Who Has No Authority to Decide
- 35. The counter technique to Higher Authority method
- 36. The Declining Value of Services
- 37. Offering to Split the Difference
- 38. Handling Impasses
- 39. Handling Stalemates
- 40. Handling Deadlocks
- 41. To ask or not to ask for a Trade-Off?

IV: Effective Master Negotiating Techniques - Intermediate

- 42. Good Guy/Bad Guy techniques
- 43. Counter strategy to Good Guy/Bad Guy techniques
- 44. What's Nibbling?
- 45. To nibble or not to nibble?
- 46. Look out for people nibbling on you
- 47. How to prevent the other side from nibbling on you
- 48. Preventing Post-Negotiation Nibbles

V: Effective Master Negotiating Techniques - Advanced

- 49. To taper or not to taper Concessions?
- 50. Positioning for Easy Acceptance
- 51. The Decoy technique
- 52. The Red Herring technique
- 53. Take It or Leave It
- 54. Responding to Take It or Leave It
- 55. The Fait Accompli
- 56. The Hot Potato

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- 56. How to issue an Effective Ultimatum
- 57. How to Effectively respond to an Ultimatum
- 58. **The Withdrawing an Offer technique**
- 59. **Walk Away technique**
- 60. Being Prepared to Walk Away
- 61. Developing Walk-Away Power
- 62. How to Project Walk-Away Power
- 63. **Who should Commit First?**
- 64. Acting Dumb
- 65. **Who Shall Write the Contract?**
- 66. Shall you Read the Contract Every Time?
- 67. Should you Congratulate the Other Side?
- 68. Many, many more Effective Master Negotiation techniques

VI: Resolving Tough Negotiating Problems

- 69. **To Mediate or not to Mediate?**
- 70. The Art of Mediation

- 71. The Importance of Mediation
- 72. Shall Mediator Be Perceived as Neutral
- 73. Resolution Stage
- 74. **The Art of Arbitration**
- 75. Setting Up the Arbitration Neutrality of the Arbitrators Preliminary Meeting
- 76. Exchange of Information Prior to the First Hearing
- 77. The Arbitration Hearing
- 78. Conduct of the Arbitrator
- 79. An Important Difference Between Arbitration and Litigation
- 80. **The Art of Conflict Resolution**

VII: Negotiating Pressure Points

Time Pressure

- 81. Do you Tie Up All the Details Up Front or leave them for later?
- 82. Do People Become Flexible Under Time Pressure?

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- 83. Do People Become More Flexible As Negotiations Drag on?

- 84. Acceptance Time

VIII: 6 Rules of successful Master Negotiations:

- 85. Rule 1: To Admit That You Don't Know or not to Admit?
- 86. Rule 2: Should you Ask Questions?
- 87. Rule 3: What Type of Questions to Ask?
- 88. Rule 4: Does It Make A Difference Where You Ask The Question?
- 89. Rule 5: Should you Ask Other People — Not With Whom You'll Negotiate?
- 90. Rule 6: Should you Ask Questions for Reasons or to Gather Information?

IX: Negotiating with Americans: A Guide for Non-Americans

- 91. How Americans Negotiate?
- 92. The American Art of the Deal?
- 93. High-Context vs. Low-Context

- 94. Negotiations

- 95. Getting Down to Business with Non-Americans

X: How to Do Business with Americans: A Guide for Non-Americans

- 96. Are Americans Succinct?
- 97. How do Americans Answer Questions?
- 98. How do Americans Talk?
- 99. Are Americans Very Patriotic?
- 100. The American Class System
- 101. Religion in America
- 102. What is the Frontier Mentality?
- 103. How do Americans view time
- 104. Are Americans Opinionated
- 105. Are American Friendly
- 106. Business Cards
- 107. Tipping in America
- 108. The Diverse Population of America
- 109. Are American Self-Reliant
- 110. A Final Word About Americans

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XI: Negotiating Characteristics of Americans

- 111. How do Americans Communicate?
- 112. Do Americans Make Outrageous Initial Demands?
- 113. Do Americans Negotiate in Groups or Alone?
- 114. Do Americans Display Emotions when negotiating?
- 115. What's Americans outlook on Profits?
- 116. Do Americans Speak Foreign Languages?
- 117. Are Americans well-Travelled?
- 118. Are Americans comfortable With Silence?
- 119. Do Americans Admit That They Don't Know?

XII: Negotiating Characteristics of Non-Americans

- 120. English People
- 121. French People
- 122. Middle Eastern People
- 123. German People
- 124. Asian People
- 125. Russian People

XIII: Understanding the Players

- 126. Body Language: How to Read People?
- 127. Where and how to Negotiate?
- 128. The Handshake
- 129. Where to Sit at a Conference
- 130. When to Get Down to Business
- 131. Eye Blinking Rate
- 132. the Head movement
- 133. When the Hand Goes to the Head
- 134. Keep Your Eyes on the Hands
- 135. What Eyeglass Wearers Can Tell You
- 136. Proxemics
- 137. Hidden Meanings in Conversation

XIV: The Personal Characteristics of an Effective Power Negotiator

- 138. The Courage to Probe for More Information
- 139. The Patience to Outlast the Other Negotiator
- 140. The Courage to Ask for More
- 141. The Integrity to Press for a Win-Win Solution
- 142. The Willingness to Be a Good Listener

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XV: The Attitudes of a Power Negotiator

- 143. The Willingness to Live With Ambiguity
- 144. Be Resilient
- 145. A Competitive Spirit
- 146. Don't Be Conflict-Averse
- 147. The Beliefs of a Power Negotiator
- 148. Is Negotiating Is a Two-Way Affair?
- 149. Negotiating Is Played by a Set of Rules
- 150. Is "No" a final answer or simply an Opening Negotiating Position

XVI: Developing Power over the Other Side

- 151. Legitimate Power
- 152. Other Forms of Legitimate Power
- 153. Legitimate Power as an Intimidation Factor
- 154. Some Titles Don't Mean a Thing
- 155. Reward Power
- 156. Reward Power as an Intimidation Factor
- 157. Coercive Power
- 158. Reverent Power
- 159. Reverent Power as an Intimidating Factor

160. Charismatic Power

- 161. Charismatic Power as an Intimidating Factor
- 162. Expertise Power
- 163. Expertise Power as an Intimidating Factor
- 164. Situation Power
- 165. Information Power
- 166. Information Power as an Intimidation Factor
- 167. Combinations of Power
- 168. Other Forms of Power
- 169. The Power of Risk Sharing
- 170. The Power of Confusion
- 171. The Power of Communicating Options

XVII: Negotiating Drives

- 172. The Competitive Drive
- 173. The Solutional Drive
- 174. The Personal Drive
- 175. The Organizational Drive
- 176. The Attitudinal Drive

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XVIII: The Rules of Win-Win Negotiations

- Rule 1 of Win-Win Negotiations
- Rule 2 of Win-Win Negotiations
- Rule 3 of Win-Win Negotiations
- Rule 4 of Win - Win Negotiations

XIX: CONCLUSIONS

XX: SUMMARY OF THE COURSE

XXI: QUESTIONS & ANSWERS

How do we do it?

Our method and training strategies,
about us, our trainers, contact.....



Our Training Methods

- ✓ Our seminars are entirely conducted in English
- ✓ The seminars have a form of interactive lectures and workshops.
- ✓ Our seminars consists of theoretical part combined with multimedia presentations.
- ✓ The participants actively participate in the seminars, testing their newly acquired knowledge.
- ✓ There are practical exercises
- ✓ There are lexical games
- ✓ There are home works
- ✓ There are group works
- ✓ There is brainstorming
- ✓ There is individual work
- ✓ There is work in pairs
- ✓ There are audio recordings
- ✓ There are video recordings
- ✓ There are tests and quizzes



What will you gain learning with us:

- ✓ a great deal of knowledge and improved skills in communicating in English with Native Speakers
- ✓ training manual and material that you can use over and over
- ✓ a certificate of finishing our training
- ✓ a guarantee of free individual consultations with the trainer for the period of up to 6 months after the course (phone, email and/or Skype)



About us:

International Business Institution (IBI) is a leading provider of effective **English language courses** and **professional business training** in English.

A. English Language courses and workshops

Our methodology of teaching the English language is based on the most advanced Canadian language teaching method which delivers **quick and effective results**. Our students very rapidly learn to use the true, spoken and written English language and are able to effectively communicate with **Native Speakers**. In addition, IBI's excellent English language courses successfully prepare our students for various exams such as Cambridge FCE, CAE, CPE, TOEFL, IELTS, LCCI English for Business, TOLES, GMAT, etc. Success in our English language courses often facilitates students' admission to the world's best universities - in the US, the UK, Australia, Canada, etc. and/or obtaining better jobs.

B. Professional Business Training

IBI also specializes in providing effective professional business training in English in areas of **business communication, negotiations, presentations, business correspondence, public speaking, effective CV & cover letter writing, job interviews and many, many more**. Our business training is the best in the industry and provide practical, innovative and time tested solutions. In addition, it increases its participants' competitiveness on the job market and increases revenues and profits of their firms. Our business training seminars and workshops give their participants practical, hands on, problem solving skills and are ideally tailored to their needs and expectations.

About us (cont.'d):

They also provide them with new practical knowledge and new abilities as well as new business skills and experience. In addition, our business training teaches also an effective implementation of the newly acquired skills and abilities, leading to the increase of productivity, revenues and profitability of our clients.

The knowledge which we provide is practical, actual and time tested and is based on many years of practical experience and expertise. As a result, our English language courses and business training seminars lead to the increase in competitiveness and improved business results of their participants.

We deliver on-site language or business training seminars. Our programs are customized to your specific needs and goals, with a primary focus on results. **IBI** possesses a diverse team of specialized experts, renowned for their expertise and thought leadership in the areas that define success in today's business environment. Our practical and challenging training seminars produce immediate, measurable improvement in your business skills. We specialize in providing our training to national and multinational corporations, governments, and other organizations.

Contact us today to discover how our seminars and courses can transform your life and increase your, or your employer's, income.

You can obtain more information at: www.ibinstitution.com or at: +48 660 182 410

In the last 12 months we have trained, among others, the staff of the following corporations:

- Aza Group
- (owner of renee.pl & born2be),
- Linegal sp. z o.o.,
- Gmina Braniewo,
- Metrohouse S.A.,
- Danone Sp. z o. o,
- MetLife TUnŻiR S.A.,
- Advantis sp. z o.o.,
- Fibrain sp. z o.o.,
- Luxbit sp. z o.o.,
- McDonald's Central Europe Gmbh,
- Energa Wytwarzanie S.A.,
- Ap-Tech sp. z o.o.,
- Pod włos – Fundacja Franka Hurnego,
- Żywiec Zdrój S.A.,
- Wojskowe Zakłady Lotnicze Nr. 2, S.A.
- National Lift Truck Canada,
- Scotia McLeod,
- ABC Investments,
- McDonalds Inc,
- McDonalds Central Europe,
- Zenastra Canada,
- Avantis Canada,
- Energa Wytwarzanie SA,
- AJH Media sp. z o.o.,
- Sitz sp. z o.o., and
- many, many more.

Lecturer



Matthew Boyd, M.B.A., B. Comm., C.F.E. - a Canadian businessman and lecturer with over 30 years of practical business experience. Member of the Certified Fraud Examiners Association, Angel Capital Group, Ottawa Angels Association, Canadian Chamber of Commerce, etc. Possesses over 30 years of experience in conducting effective and successful negotiations in the private sector in Canada, USA, Austria, France UK, Germany, China, Romania, Poland, etc., as well as in the public sector in Canada, Panama, USA and others. Participated in negotiating security issues and Merger & Acquisition (M&A) transactions. Identified companies/divisions for acquisitions and/or divestitures and negotiated their M&A. Experienced Auditor, conducted full-fledged internal audits and negotiated implementation of the recommendations. Member of the development team of McDonalds Central Europe, helped establish McDonald's restaurants in Central and Eastern Europe. Negotiated various Real Estate, procurement and other contracts. Worked for companies such as National Lift Truck Canada, Scotia McLeod, ABC Investments, McDonalds Inc., McD Central Europe, Zenastra Canada, Avantis Canada, Energa Wytwarzanie SA, AP-Tech Polska and many, many more. Experienced business trainer and English language teacher, speaker and lecturer. Possesses many years of experience in preparing and conducting different business seminars. Developed an effective methodology to teach English and prepare his students for exams such as Cambridge FCE, CAE, CPE, TOEFL, IELTS, LCCI English for Business, TOLES, GMAT, New High School Certificate in English, etc. Developed and conducted specific seminars in English such as Effective Business Negations in English, Legal English, Business English, English for Managers, Executive English, Effective Business Correspondence in English, Effective Public Speaking And Business Presentations In English and many, many more. Able to prepare any type of business seminar in English in accordance with his clients' needs.

Lecturer



Experienced **Business Lecturer and an accredited Coach**. Member of the **Polish Business Trainers Association** and **International Coach Federation (ICF)**. Specializes in effective training in Sales Techniques, Customer Service, Communication, Stress Reduction, Assertiveness and Motivation as well as Business Coaching and Coaching on the job. Experienced in areas of banking, RE, Call Center, diplomacy, etc. Uses **modern teaching methods** to ensure that courses' participants gain both knowledge and skills.

Her achievements were appreciated in publications „*Sukces jest Kobiet*” (2018) (Sucess is a woman”) oraz „*100 inspiruj cych Polek na 100-lecie odzyskania niepodległo ci*” (100 inspiring Polish women for the 100-th anniversary of Poland's independence).

As an **Accredited Coach** performs professional, individual or group, coaching sessions. Specializes in business coaching and career coaching.

Working with people is for her great pleasure and inspiration.

Owner of a very successful and dynamic firm: **Coach360** (www.coach360.pl). 58

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