



Add-Wise Conseils
Advising your growing business!

Sarl Palauva

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SYNOPSIS

Ref: 07 TP-SIPS-GB - International Strategies & Knowledge Management

INTERNATIONAL STRATEGIES & KNOWLEDGE MANAGEMENT

Length: **1 day**, 7 hours

Cost: To be determined

Place: To be determined

Date: To be determined

What are the promising paths for my international expansion, of today and tomorrow, and how to capitalize and share on my knowledge bases

We will aim here at introducing a whole or part, approach to the internationalization of my activities, and enrich my own, and the commonly shared, knowledge base

GOALS

- Detail the strategic current/potential areas that are at my disposal to internationalize
- Develop the tools and methods for understanding and integrating the strategic dimension of international knowledge and manage my knowledge base

TARGETS

- Executive / Sales Executive

METHODOLOGY

- Active pedagogy: alternation of theoretical lectures, simulation exercises and group work
- Each participant has adapted course materials

PROGRAM

- What are the internal & external strategic growth areas to consider for today and tomorrow?*
- At what time can the (multi) cultural dimension impact my chances of international success?*
- What is my knowledge base, how to capitalize on the tacit, explicit and idiosyncratic knowledge to be met with in my business, and among my international partners?*
- Where am I (and my company) to be found in the scheme of international readiness?*
- What tools should I consider for myself and my team?*
- Writing of a matrix and creative index, sharing and developing of my knowledge base.*
- ➔ Practical work

Note: The modules can also be conducted entirely in French.

Prestataire de formation enregistré sous le numéro 82 38 05743 38. Cet enregistrement ne vaut pas agrément de l'Etat.

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