

Working with Americans: Navigating Cultural Differences

3 June 2021 | Zoom Live | 3:00 PM BST

If you've ever done business with Americans, or are planning to do so, you'll find there are more differences than similarities between the US business culture and those in the rest of the world.

International business expert Allyson Stewart-Allen, author of best-selling book *Working with Americans*, will explain the differences, current US business environment and give you a range of memorable tips for negotiating and communicating with Americans in this TERUS webinar.

What you'll learn:

- Critical steps to successfully negotiate, communicate and influence US counterparts
- Why size and scale matter in the US, and how to grow both
- That entrepreneurship is a core American business value
- What drives Americans' obsession with time
- Independence Day, Week and Year – why Americans value self-reliance

About our speaker:



Allyson Stewart-Allen is a renowned author, advisor, broadcaster, educator, speaker and Non-Executive Director whose expertise in brand internationalization and localization is sought by leading businesses globally. She is a founding member of TERUS and CEO of International Marketing Partners.

A recording of the webinar will be available to all registrants after the webinar.

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About TERUS

TERUS (<https://www.terus.org/about/>) is a forum established to support technology and life science senior executives whose growth strategy involves expansion into the United States.

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