

Convince like Consultants in International Meetings, Projects & Cooperations

Mastering Persuasion with Impact through Storytelling, Personal Branding and Energy for Success in International Business

Act like successful consultants! Your credibility to effectively convince and persuade with impact depends not only on your knowledgeable competencies, but also on more elusive characteristics such as your presence and your ability to understand the needs and culture of the people you are working with in the international business context. To convince others you need to be convinced in yourself. This seminar provides practical ideas and exercises for leading discussions and meetings, developing projects and facilitating cooperative efforts with multicultural teams and with international business partners. It also examines powerful tools and resources which heighten your ability to be successful and impactful, such as the use of storytelling, understanding the effect of personal branding, the power of your presence, the ability to create rapport and trust, and using energy management principles to activate your best self to achieve your goals. In the process, you will get to know yourself better, increase awareness and effectiveness in interaction with other cultures, and build confidence to be able to face every situation with ease and strength.

Content

Impact and awareness of context

- Culture and its impact.
- Your culture, your story.
- Habits and their effect on our impact.
- Lenses and blind spots in the international business context.

Personal presence and your credibility as consultant, expert, manager and negotiator

- Leadership presence.
- The 5 C's of your impactful presence.
- Credibility and integrity.
- Vocal effectiveness for impact.

Personal branding and success

- The 6 V's of your impactful brand.
- Your brand promise.
- Establishing your authenticity.
- Examining your visions and values.

Structures for convincing

- Crafting your message and understanding the needs of others.
- Influence and persuasion – patterns and principles.
- Storytelling as a tool to enhance impact – tips and techniques.
- Using suspense and conflict effectively – structure, shape, goals.

Operate successfully in international settings

- Understanding national cultural values dimensions.
- Cultural differences which impact communication and persuasion.
- Attitudes and strategies for international meetings and projects.
- Cultural adaptability.

Energy for impact

- Energy management – physical, mental, emotional and moral skills.
- Empathy and rapport for international meetings.
- Positive assertive communication.
- Self-coaching and self-talk management.

Online Learning Platform

Upon registration you will find useful information, downloads and Extra-Services for this qualification measure in your online learning environment.

Your benefits

- You improve the ability to lead and influence with impact.
- You optimize your communication in the international business context.
- You will learn and practice a variety of powerful techniques for success.
- You understand and can deal better with cultural differences.
- You can embody your presence and personal “brand” to build trust and increase confidence.
- You will develop supportive energy boosters and personal skills to achieve your goals.

Methods

Interactive exercises and role-playing, case studies and group discussions, real-world examples and best practices, personalized feedback from experienced trainer.

Who should attend

This seminar is ideal for professionals who regularly participate in international business meetings, including experts, sales representatives, managers, and business development managers. It is also suitable for employees and team leaders who work with international teams and want to enhance their communication and persuasion skills. Participants at least should have a basic understanding of Business English.

Open Badges - Show what you can do digitally too.

Open Badges are recognised, digital certificates of participation. These verifiable credentials are the current standard for integration in career networks such as LinkedIn.

With them, you digitally demonstrate the competences you possess.

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<https://www.haufe-akademie.de/seminare-lehrgaenge/trending-topics/open-badges>



Instructor

Neil Benfield

I work as a trainer and coach with over 20 years of experience as a trainer, lecturer, and corporate professional in international environments. My work

Bob Feldman

I enthusiastically help you heighten and resonate your presence and to express yourself with confidence and impact. At the same time, I guide you



focuses on communication, leadership development, negotiation, and conflict management, with a strong emphasis on clarity, structure, and practical application. I am known for highly interactive, practice-oriented trainings that enable direct transfer to the workplace, particularly in English-language and online working contexts.



into deeper self-exploration, looking at personal values and visions, reducing stress and increasing energy. We need a balance between the outer and inner, between productivity and empathy, between standing out and turning inwards with time for reflection. Born and raised in Chicago, I have lived and worked in Asia and Europe for the past 30 years, training and coaching individuals from all levels and all industries, informed and infused with my long experience as an actor, therapist and educator.

Training details

Seminar | Präsenz

2 days
Limited number of participants

Dates & locations

16.-17.07.2026

Berlin

Venue

NH Berlin Alexanderplatz

Days & Times

Thursday, 16.07.2026

9:00 am - 5:00 pm

Friday, 17.07.2026

9:00 am - 5:00 pm

18.-19.11.2026

München

Venue

Steigenberger Hotel München

Days & Times

Wednesday, 18.11.2026

9:00 am - 5:00 pm

Thursday, 19.11.2026

9:00 am - 5:00 pm

Current dates and further information can be found at www.haufe-akademie.de/35343

Participation fee

€ 1.540,- excl. VAT

€ 1.832,60 incl. VAT

The participation fee includes

- a joint lunch per full seminar day,
- refreshments during breaks, and
- comprehensive working materials.

Accommodation costs at the hotel are to be settled directly by the participants with the hotel. You will find a reservation form for hotel booking in your learning environment.

Your registration options

Online: www.haufe-akademie.de/35343

E-mail: anmelden@haufe-akademie.de

Book your training course quickly and easily online. Please be sure to enter the name of the participant and the full billing address with telephone number and e-mail address.

In our Questions & Answers (FAQ) section you will find all the answers to the most frequently asked questions about our training courses:

<https://www.haufe-akademie.de/faqs>

You can also find our detailed conditions of participation on the Internet under www.haufe-akademie.de/agb or in the overall program.

You can find the complete data protection regulations at www.haufe-akademie.de/datenschutz.

Haufe Akademie GmbH & Co. KG

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