

Overview

Moving Business Operations from Spain > US – US > Spain is a one-day interactive workshop for Spanish managers, US managers and employees involved in the implantation of a business operation between the US and Spain.

Moving Business Operations from Spain > US – US > Spain will help your company gain the cultural proficiency and the marketing competitive edge required to enter the US market or to take a US operation abroad. Covalingua's knowledgeable Business Relocation Consultants will help you and your company develop and implement winning strategies and new communication channels to share your vision with your new potential customers and employees. Our program focuses on four main modules:

- Knowing before you land (first business needs)
- Managing your expatriate employees needs before departure and upon arrival
- Developing new marketing and communication strategies
- Localizing, training, and retaining multicultural human capital

These four modules are briefly presented during the one-day workshop and can be dealt with in depth separately for an extended period of time depending on your company's particular needs.

Covalingua does not deliver an out-of-the-box solution. Covalingua specializes in creating solutions that work specifically for you, your family and your company.



Upon Completion of the program participants will be able to:

- Understand the market environment that they are about to enter. Situations that relate to them, their family and their colleagues
- Avoid or resolve in real time problems faced by expatriate employees and their families.
- Speed up the process of establishing credibility and building productive working relationships with Spanish and US partners, clients customers and new work colleagues.
- Avoid miscommunications and misperceptions when communicating with, collaborating with, managing and partnering with colleagues in Spain and the United States.
- Identify, analyze and articulate aspects of culture that impact the thought and behavior patterns that Spanish and US co-workers, customers and colleagues take for granted.
- Develop personnel action plans based on one's own work style preferences to increase one's effectiveness in conducting business with Spanish and US counterparts.

Topics

Knowing Before You Land

- Take the mystery out of moving your BO!
- Business relocation checklist
- Where are we going? Country profile
- How does it work? American / Spanish values and lifestyle
- Where do I begin? Market studies
- Incorporating a business
- Opening a bank account
- Finding the right office location
- Finding legal and financial advice
- Import and export trends Spain-US
- Associations and memberships

Managing Your Expat Employees Before & Upon Arrival

- This module is about repatriation training and resources
- Providing comprehensive housing solutions
- Language programs for Expatriates and their spouses
- Minimizing relocation downtime and expenses
- Offering support and useful information
- Medical coverage solutions
- Schooling options for Expat families

Developing And Adapting Marketing And Communication Strategies

- Adapt marketing strategies and communication styles!
- Explore the strategic importance of the cultures involved
- Understand the common aspects, the main differences
- Analyze how these aspects have an impact on communication, teamwork, leadership and business development
- Communication styles and challenges
- Client relationships

Localizing, Training, And Retaining Multicultural Human Capital

- Overcome the HR challenges facing individuals and the organization as a whole!
- Successful integration, collaboration, driving performance
- International candidate assessments
- Local candidate assessments
- Enhancing communication and business processes with Spanish and US colleagues and co-workers.
- The importance of training
- Designed and delivered cultural and language training
- Improve employee morale and reduce turnover.
- Multicultural office management



Moving Business Operations between the US and Spain



Speaking the Language of Success

QUOTE REQUEST FORM

Name: _____
Email: _____
Phone: _____
Cell: _____
Title: _____
Company: _____
Company Address: _____
Zip: _____
Native Language: _____

Target Service Duration:
 one day workshop
 1 to 3 months
 on-going

Preferred Program Focus:
 Business Relocation Consulting Services
 Business Relocation Consulting Services
 Combined One-Day Workshop

Send your quote request to:
COVALINGUA LLC
501 Cambria Avenue, Suite 107
Bensalem PA 19020

Questions?
Call: 215.204.6102
contact@covalingua.com
www.covalingua.com

Specifics:

To identify anticipate and discuss real challenges that companies and their expatriate employees face during their business mobility operation.

To explore the strategic importance of the cultures involved, their common aspects, their main differences and their impact on effective communication, teamwork, leadership and business development.

To compare and contrast the standards and requirements for business success as they relate to Spain and the United States

To contrast US and Spanish culture, history, values, management style and business climate.

Payment Preference:
In full in advance
Billed monthly at actual.

Cancellation policy:
Our one-day workshops can be put on hold or re-schedule 2 weeks in advance free of charge.



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Contact Us Today Inquiring About The Program Modalities And Rates!