

Winning: The American Way

"Winning isn't everything, winning is the ONLY thing."

These are the words of legendary American football coach Vince Lombardi. But *how* to win over the other side varies greatly from culture to culture. The use of American tactics that are successful in the Western world can have the exact opposite effect in Arab countries and cultures. A completely different level of understanding and strategies is needed.

"Winning: The American way" presents a clear roadmap to how Americans can win over the Arab world - both on an international and on a state level, as well as on a "Business to Business" level. Based on years of "learning the hard way," Nir Ben Lavi will present the main take-aways from numerous business cases in the Arab World, some successful, others not. The seminar will provide the audience with four main insights:

1. The **logic** behind the Arab way of thinking and decision-making patterns.
2. The **gaps** that impede Western representatives when facing Arab delegations.
3. The **reasons** behind the failure of the West in applying Western values, including democracy, in the Arab world.
4. The **formula** for promoting the "American Way" in winning over the Arab world.

Four Out-of-the-Box Reasons to Attend

- *The "Winning: The American way" seminar was developed by Inovent for highly competitive business arenas and is specifically designed for Decision Makers, Management, and Staff in Marketing, Sales, and Business Development functions.*
- *Winning: The American Way enables participants to apply feasible solutions to real-life challenges, thus efficiently improving their performance when they approach the Arab world marketing challenges.*
- *The Winning: The American Way seminar materials are fully embedded in real-life business case studies, employing conflicts and challenges that arise in real-life situations.*
- *Winning: The American Way helps organizations to develop competent leaders who welcome new ideas, foster innovation, and embrace the open-minded approach that is needed for generating Win-Win solutions when interacting with the Arab world.*

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