



Global corporate citizen

—
University program



Give your students the competitive edge in the job market. With exceptional networking, presentation and intercultural skills to complement their university education, they'll be ready to take on the world. Global Corporate Citizen is a 7-day program available to universities across Australia.

SYDNEY SCHOOL OF PROTOCOL

Trained by The Protocol School of Washington®

The approach

Scientific, research-based learning

Underpinned by a strong educational curriculum and a well-founded scientific and research-based approach. Programs matched to learning and assessment outcomes.



Global expertise

Certified by The Protocol School of Washington – a leading training institution with more than 20 years' experience. Presented by accredited professionals.



Engaging & experiential

Experience-based learning designed to meet key outcomes including behavioural change and self-awareness.

"I'm more open to taking opportunities that are presented to me, and I will seek out opportunities that will allow me to enhance my competitiveness in the global corporate environment."



They will flourish

In today's global marketplace, the university graduates who can act with authenticity and integrity in any cultural setting will be the ones who flourish. The Global Corporate Citizen program equips students with international protocol and modern etiquette for building positive relationships in business and social settings. Graduates leave the program career and world ready – with the confidence, polish and professionalism to set them apart from the crowd.

The program

01

Impress others

Before you present yourself to others, it helps to have a clear understanding of who you are, your unique values and your authentic personal brand. Learn social and business communication etiquette including cultural protocols and how to navigate recruitment opportunities.

02

Exude confidence

Learn communication techniques including body language and public speaking skills to build your confidence for face-to-face meetings and negotiations. We'll help you to create a 30-second pitch to sell yourself to potential employers and clients.

03

Professional networking

Making that important connection in any culture comes down to skills. We teach you how to give a great first impression and make it last. Learn how to navigate the room and mingle effectively, and how to create opportunities while networking.

04

Digital profile

An effective and professional digital profile is essential for success in today's corporate world. We'll help you to build an online presence and LinkedIn profile that's aligned to your chosen industry and that addresses the key elements that employers look for.

05

Personal image

What does your image tell the world? We look at everything from health and life balance to grooming and dress codes. A styling expert will guide you in creating your personal style and how to present yourself in business and social settings.

06

Social skills

We'll teach you how to wine and dine like an executive. Learn dining etiquette, how to handle diverse foods and international dining styles, plus social and business conversation, making a toast and your role as a guest or host.

07

Real-world experience

Put what you've learned into action – choose from a number of industry events and network with experts in your chosen field. Flex your newly improved social skills at a special graduation cocktail event.

Now it's time to practice!



Case study

The University of Adelaide

Executive Experience Sydney Study Tour

Following a successful program with the Sydney School of Protocol in 2016, The University of Adelaide – Faculty of the Professions arranged for another 20 business and law students to visit Sydney in 2017. During the seven-day study tour, the students completed the Global Corporate Citizen program and visited some of the nation's leading organisations, making important contacts for the future.

University feedback

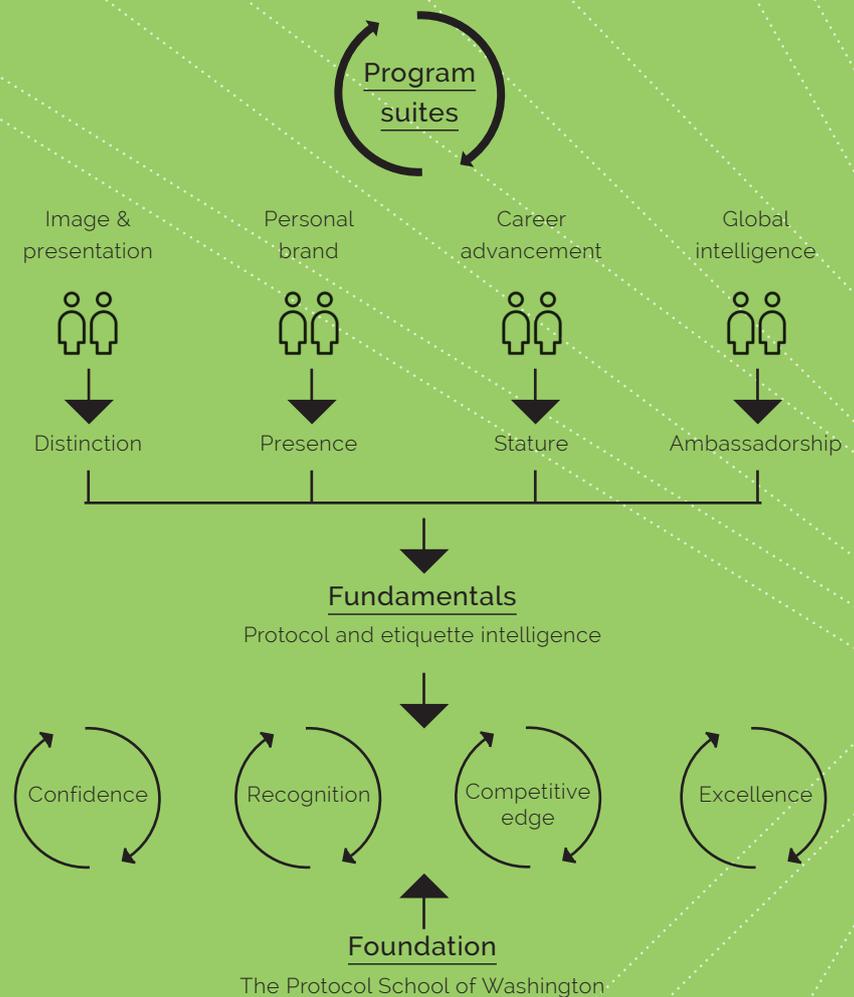
"The study tour opened the students' minds to a world of possibility. They gained insight into what it would really be like to work in these different organisations. For some it gave them a new level to strive for, while others gained clarity about what they want from their future career.

Our students toured some impressive office spaces and executive suites, and heard directly from employees about the perks of working for these high-profile organisations. The students gained insider tips on application preparation for highly competitive graduate programs, ensuring they will be prepared and a step ahead."

"This study tour provides students with knowledge and skills to prepare them for their professional lives and to be competitive in a global corporate environment."

Why partner with us?

The Sydney School of Protocol offers an evidence-based approach to understanding and using etiquette in international settings. Next-generation social protocols and emotional intelligence help participants to achieve business and personal success. Founder Julie Lamberg-Burnet has been a successful leader in building brands and transforming individuals for more than 20 years. Her team brings to this program over two decades of experience in social and behavioural sciences.



Contact

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