

INTERNATIONAL BUSINESS DACUM

February 19th, 2003

Facilitated by Craig Edwards and Mike Stuhldreier

<p>MARKET</p> <p>A</p>	Determine pricing strategy A1	Develop/Implement promotion strategy A2	Position product for market A3	Promote product brand A4	Develop/Implement distribution strategy A5	Demonstrate geo-political acumen A6 EL	Demonstrate culture acumen A7 EL	Develop/Implement public relations strategy A8	
	<p>RESEARCH</p> <p>B E</p>	Identify threats and opportunities B1 EL	Identify strengths and weaknesses B2 EL	Identify competition B3 EL	Use Internet resources B4 EL	Read and analyze information B5 EL	Fact find B6 EL	Assess market B7 EL	Use a variety of research techniques B8 E/EL
Interpret and evaluate information B9 E/EL		Think critically B10 E/EL	Identify and develop multiple sources of information B11 E/EL	Identify and an analyze trends B12 EL					
<p>DEMONSTRATE LEADERSHIP</p> <p>C</p>		Work professionally C1 EL	Manage others C2	Identify roles and responsibilities C3 EL	Take and set directions C4	Be accountable C5 EL	Delegate C6	Be creative C7 EL	Be innovative C8 EL
		Demonstrate ethics C9 EL	Be cooperative C 10 EL	Take initiative C11 EL	Resolve conflict C12	Comply with corporate culture/policies C13 EL	Work with others (Team Player) C14 EL	Demonstrate etiquette C15 EL	Anticipate and adapt to change
<p>COMMUNICATE</p> <p>D</p>	Use communication technology D1 EL	Write D2 EL	Make presentations D3 EL	Use a variety of writing styles and formats D4 E/EL	Identify audience for communication D5	Be concise D6 EL	Solicit, react, and adapt to feedback D7 EL	Be persuasive D8 EL	
	Listen actively D9 EL	Be empathetic D10 EL	Interpret non-verbal cues D11 EL	Adapt to audience D12 EL	Summarize D13 EL	Network D14 EL	Negotiate D15 EL		

E - denotes emerging
EL - denotes entry-level

SELL
E

Close deals	Build relationships	Communicate product attributes and benefits	Apply basic selling techniques	Positioning company and product	Establish personal credibility	Establish company credibility	Qualify opportunity
E1	E2	E3 EL	E4 EL	E5 EL	E6 EL	E7 EL	E8
Identify and assess motivators	Ask probing questions	Identify and evaluate customer needs	Assess competition				
E9	E10 EL	E11	E12				

DEMONSTRATE FINANCIAL SKILLS
F

Develop budget	Develop sales forecasts	Set prices	Perform cost analysis	Read and interpret financial statements	Read and interpret credit reports	Demonstrate foreign exchange competency	Perform benefit-cost analysis
F1	F2	F3	F4 EL	F5 EL	F6 EL	F7 EL	F8
Create cash flow analysis	Demonstrate forecasting skills	Strategize methods of payment	Assess non-financial drivers	Develop compensation programs			
F9	F10 E/EL	F11	F12	F13			

MANAGE RISK
G E

Identify barriers	Identify and access resources	Keep current on regulations and rules	Identify best practices	Anticipate changes	Be forward thinking	Interpret political climate	Appraise economic climate
G1 E	G2	G3	G4 E	G5	G6 EL	G7 E	G8 E
Work within rules, regulations, and legislation of both parties	Think globally	Complete appropriate documentation	Lobby for regulatory change	Interpret contracts	Protect intellectual property	Manage documents	Identify and analyze risks
G9 EL	G10 EL	G11	G12	G13	G14 E/EL	G15	G16 E
Mitigate risk							
G17							

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PROVIDE CUSTOMER SERVICE
H

Determine distribution logistics H1	Access transfer resources H2	Select appropriate transfer method H3	Process orders H4	Manage inventory H5	Manage information H6	Manage reverse logistics H7	Manage the supply chain H8	E
Retain and maintain customer relationship H9	Prioritize customer needs H10	E/EL						

INCORPORATE TECHNOLOGY
I

Use office productivity software I1	Select appropriate technology I2	Assess e-business applications I3	Assess business processes I4	Assess current/new technologies I5
EL	E/EL	E/EL	E	E

PLAN
J

Develop a strategy J1	Organize J2	Develop a business plan J3	Set priorities J4	Evaluate internal resources J5	Assign internal resources J6	Manage time J7	Establish critical path J8
	EL	EL	EL			EL	E/EL
Manage project/plan J9	Assess and measure productivity J10	Implement plan J11	Articulate vision J12	Set objectives J13	Set goals J14	Evaluate results (metrics) J15	Identify performance indicators J16
EL				EL	EL	E/EL	E
Assess Export/Import readiness J17	Match objectives with corporate vision J18						

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