

## Win in the US, Lead the World

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### Introduction:

High aspirations, endless ambitions and even setting foot on U.S land are only the beginning of going to the US and lead the world. The US represents Western World. Nobody can effectively break into the U.S market and lead the world without knowing American system settings, customs and concepts. To a foreigner, to overcome differences in cultural, language, knowledge and skills is only one part of his/her preparation. Because of local xenophobia and discrimination, you also need to know more than natives about local resources and risks, and do better than natives.

Many internal and external factors can determine the success or failure of your exploration as well as the rise and fall of your business. The special course is to help ambitious leaders and executives in all walks of life have a comprehensive in-depth preparation.

### BENEFIT:

1. Know local resources and risks better than natives;
2. Break into American market efficiently, and go to the world;
3. Get support from American upper class, not just your countrymen;
4. Handle unexpected major changes efficiently.

### WHO SHOULD ATTEND?

Ambitious Leaders, Top Executives and others who long to have his/her own world in the US, and lead the World for at least 3 months.

**COURSE DURATION:** 5 days

**CLASS FORMAT:** The Case Practices, simulation exercise, tests and more.

**Fee:** 3000 US\$

## COURSE OUTLINE:

- A. Be familiar with culture differences, and adapt fast:
  - 1. Standards
  - 2. Customs
  - 3. Beliefs and more
- B. Understand the US deeply
  - 1. Systems: legal, financial, medical and social
  - 2. Resources
  - 3. Risks
  - 4. Risks for foreigners
- C. Prepare comprehensively
  - 1. Eliminate Blind Spots in Decision-making
  - 2. Optimize potential
  - 3. Speak like an American
  - 4. Get into upper class
  - 5. Other competitive skills
- D. How to handle unexpected change
  - 1. High pressure
  - 2. Severe mistakes
  - 3. Threats to health and life

## WORLD CLASS INSTRUCTOR:



Dr. Bin Yang graduated from Fudan University, and studied Medicine, Law and Business in the US and China. She is the CEO and Consultant of The Prince Synergy, and focuses on decision-making and optimal performance. The key of her services is to integrate her know-how in optimization of human potential through medicine with her asset in business and law. She enables her clients to get ahead rapidly, and stay ahead at time of challenge and adversity.

Dr. Yang has helped corporations improve business while minimizing costs, and build up security in poor economy. She has enabled a participant to improve ranking 40 spot in 2 weeks, and helped a CEO burnout for 9 months stand up again in a few hours. She has assisted a local company to expand their sale by thinking globally, and enabled new CEOs to fit different cultures with the least pain and time. While The Prince Synergy has received enormous press at Forbes, Dr. Yang has been listed as a top expert in change management for CEOs, and in stress management for business and school. Many of her articles have been published at Forbes CEO Network, Harvard Business Review China and Chief Executive. Dr. Yang has been invited to give lectures at the top business schools, such as the Chinese University of Hong Kong-EMBA, China Europe International Business School, Beijing University-EMBA, Fudan University CEO class, University of Southern California and more. Her hobbies include tennis, horseback riding and fashion design.

**Wall Street English** (English writing and reading, outside of the program)