

Acronym soup

by Donna Messer

The Dictionary defines *Acronym* as a word formed from the initial letters of a name, such as WAC for Women's Army Corps, or by combining initial letters or parts of a series of words, such as *radar* for *radio detecting and ranging*; Acronym, a word formed from the initial letters of a multi-word name.

The Dictionary defines *Soup* as a liquid rich in organic compounds and providing favourable conditions for the emergence and growth of life forms. The slang is to modify, to increase capacity to perform or satisfy, as in to soup up an engine; to add horsepower for greater speed potential.

I have always loved words and it has been one of my favourite exercises in life to use existing words, to make them acronyms to describe and help my audience remember some of my "words of wisdom".

In each issue of the magazine, I will come up with new recipes for success. This issue will cover *International Business Opportunities*.

Acronym Soup is a rich compound that provides growth of new life forms—words with new meanings. It is my goal to increase your capacity to remember the words and the importance of their message. These acronyms have been designed to help you in your business development. This article is directed towards the international market.

ACHIEVE IS THE FIRST OFFERING

ACHIEVE—to carry out successfully, to accomplish, to reach a higher level of skill; to become successful. *Enjoy your soup. Savour the flavour.*

We all set goals and provide ourselves with an action plan to achieve those goals. The following is the first acronym in your soup mix! When considering international trade as a career option or part of your business plan, consider what you hope to achieve.

Ability to fit in; to be like the people you are with and to meet their standards. This is an important part of your action plan. Particularly when dealing with companies from another culture. Doing your home-

work, making sure that you understand their diversity will go along way when selling your products or services internationally.

Clearly able to understand the importance of those around us. It's often difficult to put ourselves in another's position. Often taking courses in cultural diversity will go a long way to cementing a relationship that will result in business development between your company and the international one.

Achieve your desired goals through an active and well thought-out action plan.

Hear what people say; learn to really listen. It is incredibly important to tune into the nuances of your potential business partner or client. They may perceive that you understand, simply by a nod, or a smile. Be "in tune", learn from the experts. What is said is often not what is really meant.

Intuitive; sensing what is important to those you are with. Business develops more often than not, through intuition; we sense that there is a fit between our companies or our cultures. It is wise to listen to that "gut" feeling—finding common interests and skills can be the bond you need to make that deal come to fruition.

Empathic; understanding the needs of others, helping them as you help yourself. We hear from everyone that it is better to give than to receive. The twist on this proverb is that it is more profitable to listen carefully, take the time to understand the needs of your potential client or partner, and help fill those needs. Once you have helped someone, they are more than willing to return the flavour—and that develops business!

Valuable; always find ways to add value to yourself and what you are doing. It is important that your potential client understands what you bring to the table in the relationship. It isn't just the products and services, it is all about the relationship and you are an important part of that equation. If you

have a bio that includes the awards you have received, the honours bestowed on you through organizations, find a way to let your potential client know that you are valuable on several fronts—what you know, whom you know, and those that want to be connected with you and your company.

Entertaining; make life fun, and be happy as you learn. It's easier to get what you want when you give something away first. It's much easier to build business with a friend—find out what the company enjoys. Build a relaxing, entertaining first-impression where everyone will have the chance to relax and get to know each other.

Achieve your desired goals through an active and well thought-out action plan. International trade is an exciting field, building relationships with experts in cultural diversity is one of the first steps to take. Using our federal government and the studies they provide online is another excellent way to guarantee success. I recommend using www.infoexport.gc.ca. It is always my first stop when I begin any new relationship with a new country or culture. The government resources are up to date, the contacts in the country are knowledgeable, and I know that by using the information wisely, I will be able to achieve my goals. For any female interested in an international opportunity with Australia, consider tapping into the virtual trade mission sponsored by Industry Canada and Women in International Trade, Ontario—go to www.wito.ca for all the details. SBCM

Donna Messer is an international trade specialist and author of "Acronym Soup". Her company, ConnectUs International, acts as an international matchmaker and designs, develops and delivers interactive training programs. She recently launched www.WeChooseCanada.com a national awareness program that has increased Canadian business development nationally and around the world. For more information, visit her Web site.



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