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VOLUME 6, NO. 3

TRADE Commissioner SERVICE

international

July 1999

The quarterly
newsletter for
employees
of the Trade
Commissioner
Service.

Dept. of External Affairs
Min. des Affaires extérieures
OTTAWA

New Approach Training: *Around the World in 80 Days*

SEP 14 2000

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During the Performance Measurement Initiative, we consulted! We consulted the clients and the employees in Canada and abroad. As a result, we came up with a clear definition of our services and about a new approach to delivering them.

But how exactly do we do this shift? How do we implement change? You told us clearly in the Employee Survey and in the last series of conference calls held with our Chief Trade Commissioner, Kathryn McCallion, and the geographic Assistant Deputy Ministers that you wanted training. Training about changing our approach for better results. Training that is practical and useful. "Tell us what has changed, what is new and why. Tell us how you can support us and how we can make good use of the new tools available."

So, together with the Canadian Foreign Service Institute, we developed and delivered a training program called **A New Approach to Helping Business Abroad**. More than 1200 employees in over 60 cities worldwide have been trained.

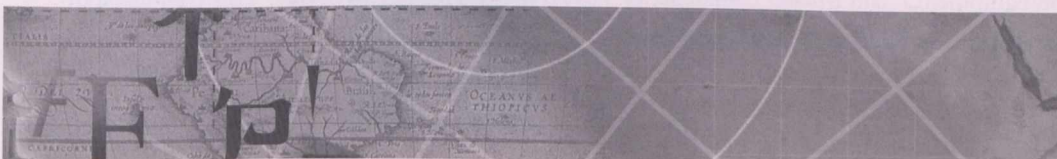
	Employees Trained
Abroad	
Program Managers	96
Trade personnel *	762
In Canada	
International Trade Centres	150
Trade Branch	100
Heads of Missions	35
Outgoing officers & new recruits	65
TOTAL	1208

*includes Trade Commissioners, officers, assistants and certain political/consular/policy/public affairs staff

Workshops were delivered at posts to program managers and all commercial staff and, in Canada, to employees in International Trade Centres and in the Trade Branch, as well as to Heads of Missions, new recruits and outgoing commercial officers.

We heard your comments and we took note of them. And we will be following up. Stay tuned! This new approach is here to stay.

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