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THE CANADIAN TRADE COMMISSIONER SERVICE

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Continuing and Building on the New Approach

by Kathryn Aleong, Overseas Operations Division (TCS)



What does "Continuing the New Approach" mean?

- Consistent service delivery to clients at all posts: Posts will continue to deliver the six core services and additional services to business clients and partner-clients.
- Posts can count on support from HQ: The Post Support Unit will continue to produce guidelines and policies to assist posts (available on HORIZONS) and to provide support to posts having difficulty implementing the New Approach.
- Measuring our success: We will be following up on the results of the 2000 Client Survey and the 2000 Employee Survey to

measure how posts are implementing the New Approach. You are encouraged to review the Client Survey results with an eye to improving your post's performance.

What does "Building on the New Approach" mean?

The Trade Commissioner Service has taken significant steps, over the past three years, to strengthen its role of "relationship builder and knowledge broker." With the tools, systems and training that the New Approach has provided you, you are better serving your Canadian clients in the delivery of core and additional services. The next step is to provide you with support to be more proactive in your local market.

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The quarterly newsletter for employees of the Trade Commissioner Service.

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