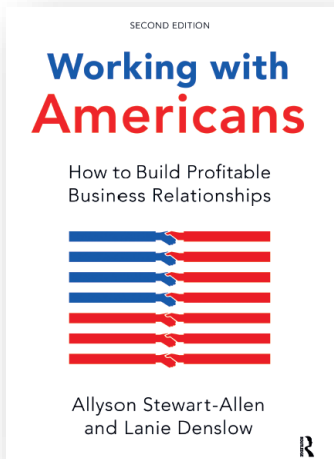


Rebuilding “Brand America” and The Power of Corporate Diplomacy

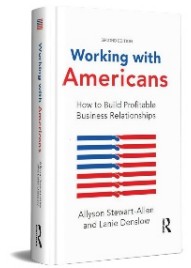
AmCham Denmark/Nordic AmChams, 20 May 2021



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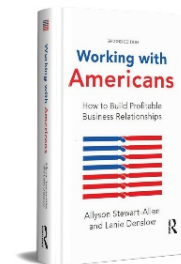


Allyson Stewart-Allen



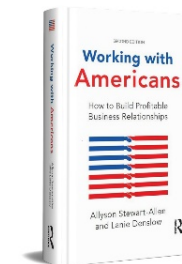
- Advisor
 - Over 240 clients across 26 countries
- Author of [Working with Americans](#)
 - *1st & 2nd editions*
- Author, speaker, broadcaster, educator
 - BBC, CNN, Financial Times, Sky News
 - Build global mindsets to avoid expensive faux pas
- Internationalist
 - Los Angeles, Munich, London
 - French and German languages

What builds/erodes trust in a country brand



The Nation Brand Hexagon ©2000 Simon Anholt

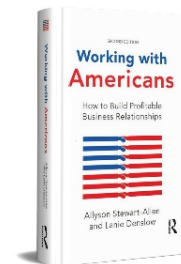
What builds/erodes trust in a country brand



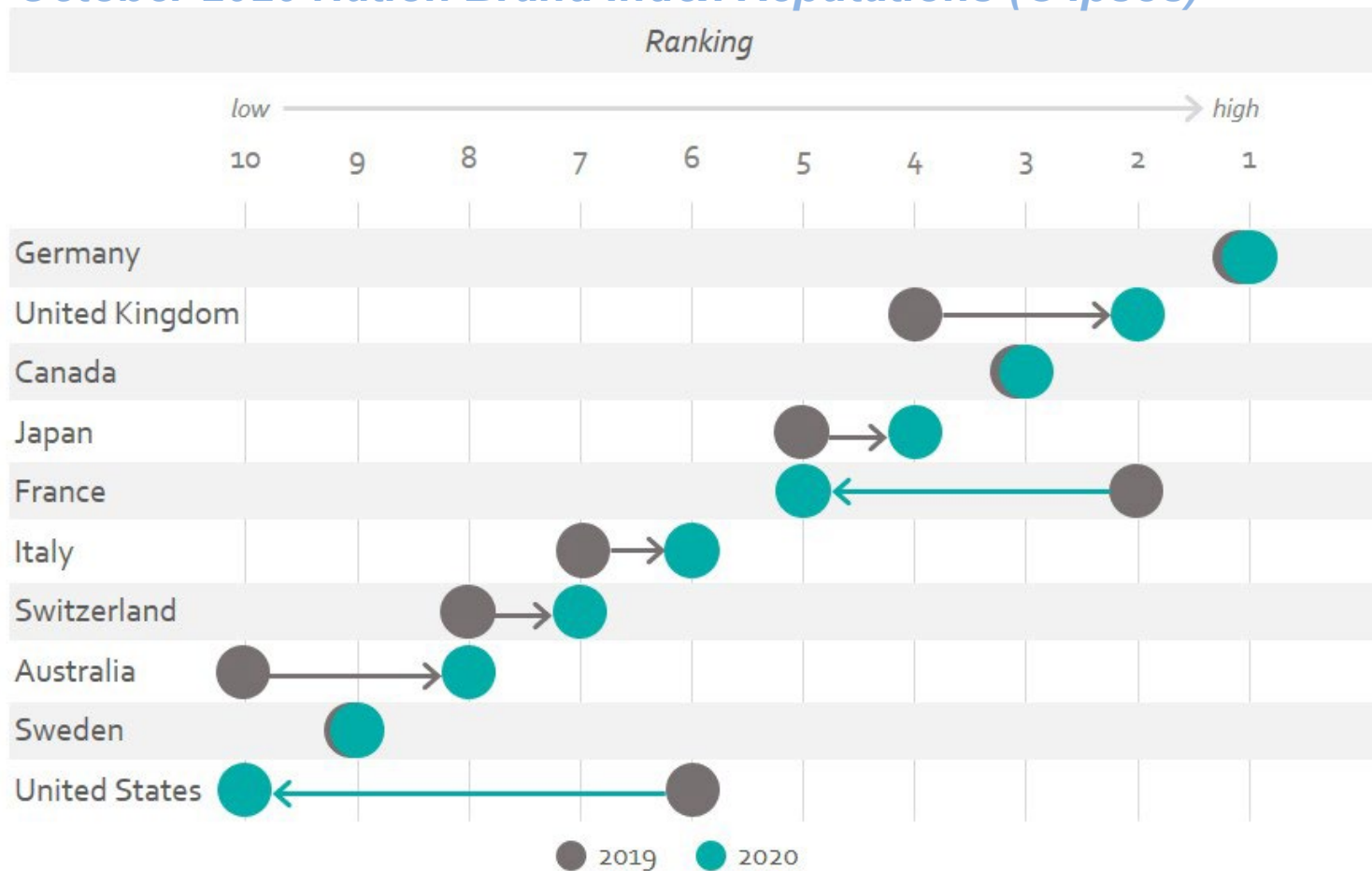
October 2020 Nation Brand Index Rank (© Ipsos)



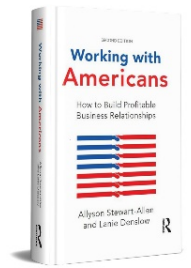
What builds/erodes trust in a country brand



October 2020 Nation Brand Index Reputations (© Ipsos)

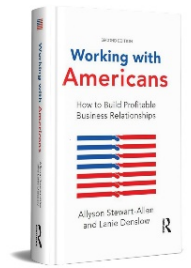


Rebuilding “Brand America”



- Paris Climate Accord
- WHO
- Covid Vaccinations
- \$2.3tn infrastructure plan
- \$1.9tn economic stimulus

Rebuilding “Brand America”

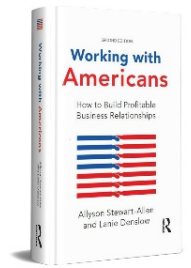


In numbers...

- 1) Trump orders reversed: 62
- 2) Job approval: 53%
- 3) Unemployment: 6%
- 4) Tweets: 589
- 5) Bills signed into law: 11
- 6) Executive orders: 42
- 7) Americans fully vaccinated: 123,828,224
- 8) Judicial nominations: 11
- 9) Covid-19 cases: down 73%

Rebuilding “Brand America”

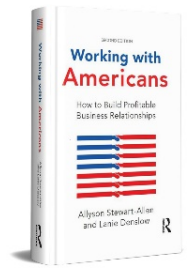
Biden and Blinken aim to build back better...



- In person visits
 - Blinken Copenhagen visit this week
- Nordic region US Ambassadors
- Diplomacy skills, cultural understanding
- Visa requirements for Nordic region business leaders, students
- Covid travel restrictions
- Climate action
- Global corporation tax treaty/agreement
- Tech regulation/AI



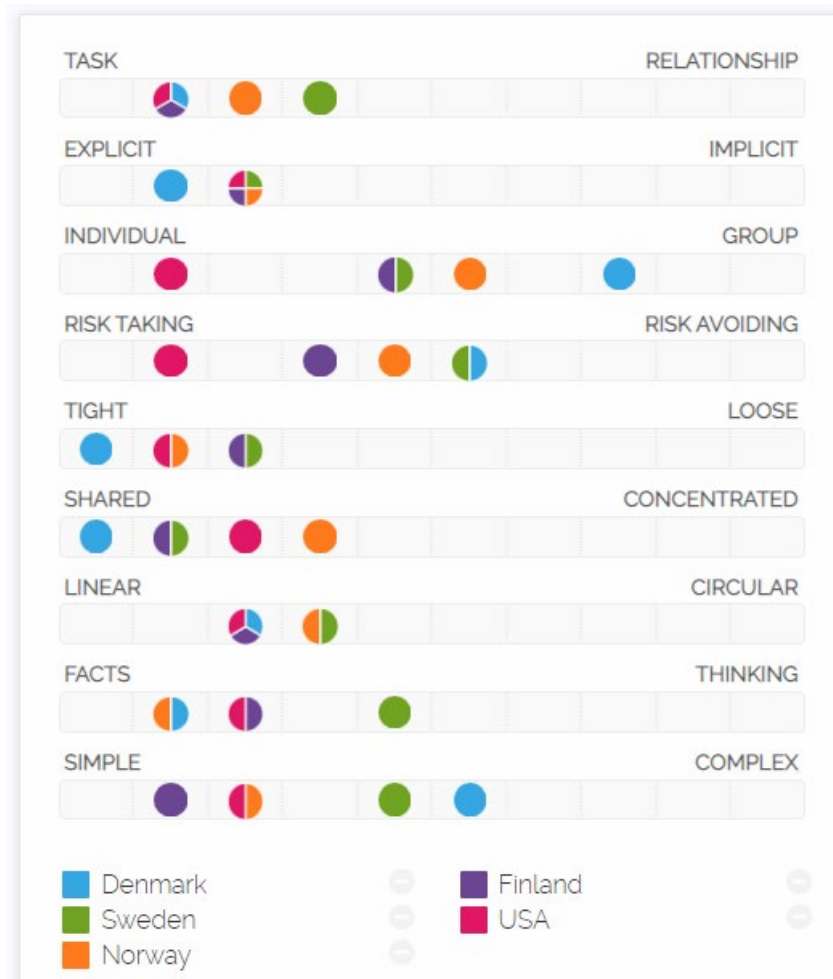
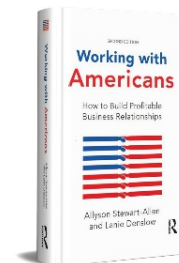
US Business Leaders as Corporate Diplomats Abroad



- What is “corporate diplomacy”?
- The good, bad and ugly: examples of American corporate leaders as (un)diplomats
- The best of both: ways to integrate your US corporate brand with the various Nordic business culture preferences

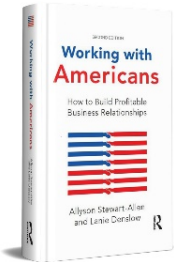


US Business Leaders as Corporate Diplomats Abroad

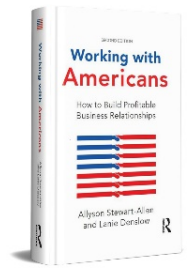


© Country Navigator

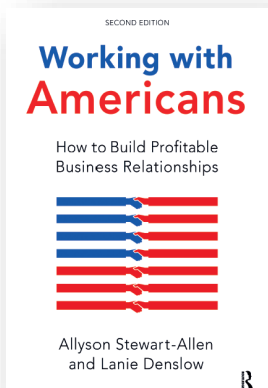
Q&A



Want to know more?

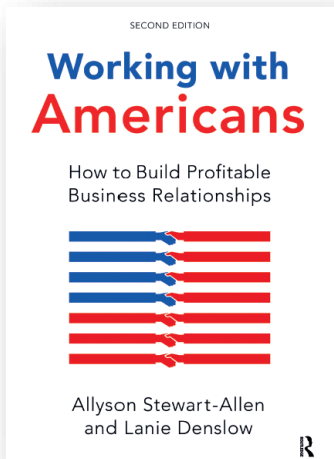


- Try our “Are you ready to work with Americans?” challenge
- *Working with Americans*
 - “**WWA20**” Home Grown/Home House promo code for 20% off
- Contact me: allyson@intermarketingonline.com



Rebuilding “Brand America” and The Power of Corporate Diplomacy

AmCham Denmark/Nordic AmChams, 20 May 2021



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