

Up Our Game, Canada!

Expand Beyond the U.S. Workshop

Build your own playbook for international expansion

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Sprett
School of Business
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Technology Innovation
Management

Required Materials

- Two modules ([Go to our website to download materials as needed](#))
 - "Effectively Learn From New Knowledge & Apply It"
 - "Accelerate Your International Expansion Beyond the U.S."
- For each module,
 - 1 slide deck, video, transcript, & podcast
- For workshop
 - 1 Playbook for International Expansion Worksheet

Objective

- By the end of this workshop, you will develop a structured draft playbook for international expansion that outlines:
 1. Prioritized international markets based on trade agreements, tariff risks, & growth potential
 2. Market entry strategies (e.g., direct export, digital platforms, strategic alliances, licensing)
 3. AI tools they will leverage for international expansion
- Workshop will provide you with a draft playbook for your team to use to set course of action, gain feedback, and record insights.

Before you begin

Use this workshop as part of a team effort or follow the steps individually.

Before you begin to work as a team:

1. Set aside sufficient time
2. Provide the Up Your Game, Canada! supporting content in advance

Two modules

- "Effectively Learn From New Knowledge & Apply It"
 - "Accelerate Your International Expansion Beyond the U.S."
3. Set clear expectations for the workshop flow and outcome

Workshop structure

There are three phases to the workshop:

1. Draft Playbook in groups

- Use the provided Playbook for International Expansion Worksheet to work through building your draft playbook.
- If the team is more than 3 people, divide into groups to do this. Preferred size to collaborate is 3 per group.

2. Regroup to present work

- Present work produced to gain feedback from others. Capture insights.

3. Discussion

- What were the challenges encountered and how can we overcome them?
- What are the next steps to refine and implement the playbook?

Phase 1 – Draft Playbook for International Expansion

Task: Build your draft playbook

Work through the three core sections of the playbook outlined below and use the provided worksheet to help ask the right questions. Restrict time dedicated to each section if desired.

Three core sections to focus on to draft the Playbook for International Expansion:

(1) Prioritize International Markets

- Identify high-potential markets using trade pacts (CPTPP, CETA, USMCA)
- Evaluate market attractiveness based on tariffs, ease of entry, & demand

(2) Select the best market entry strategy

- Choose between direct export, digital platforms, strategic alliances, or licensing
- Justify the selected strategy based on cost, control, & scalability

(3) Leverage AI for internationalization

- Identify AI tools for marketing, sales, supply chain, & customer insights
- Plan how AI will streamline international expansion efforts

Worksheet – Playbook for International Expansion

Section 1: Prioritize international markets

- Which markets are you considering for expansion?
- What trade agreements or tariff benefits influence your decision?
- Key opportunities & risks for your chosen markets?

Section 2: Market entry strategy

- Which entry mode best suits your business? (Direct export, digital platforms, strategic alliances, licensing?)
- Why did you choose this approach? (Consider cost, speed, control, & risk.)
- What partnerships or support services will you use?

Section 3: AI tools for internationalization

- Which AI tools will you use? (Market research, digital marketing, supply chain automation, predictive analytics?)
- How will AI enhance efficiency & reduce internationalization costs?
- What AI-driven insights will guide your market entry decisions?

Phase 2 – Presentations and feedback

Task: Listen to decisions made and produce feedback to improve ideas

If split into groups, bring everyone back together for this.

Presentations (5-10 minutes*) – Use the worksheet as a guide and provide your answers for each question listed. Enrich your answers with your rationale behind decisions.

Listeners (5-10 minutes) – Provide immediate & quick feedback to improve idea clarity, feasibility, & strategic alignment, or ask questions.

Notetaker – Capture insights from presentations and feedback generated

*If many groups working together, reduce presentation and feedback time by focusing on top two decisions for each of the three sections.

Phase 3 – Discussion

Task: Learn from experience and set course forward

Follow up the presentations with a discussion to capture learning.

Discussion points:

- What insights and decisions should we keep and/or test further?
- What were the challenges encountered and how can we overcome them?
- What are the next steps to refine and implement the playbook?

Up Our Game, Canada!



**Have improvements or suggestions to share?
We'd love to hear your feedback so we can keep
improving our support of Canadian SMEs.**

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