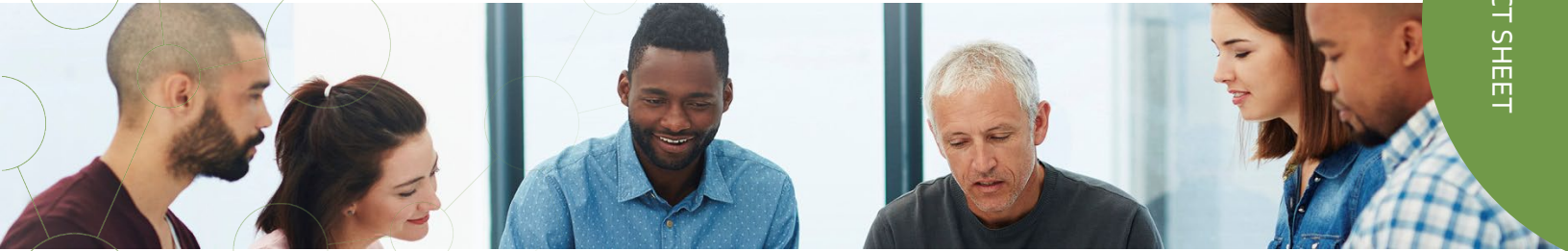


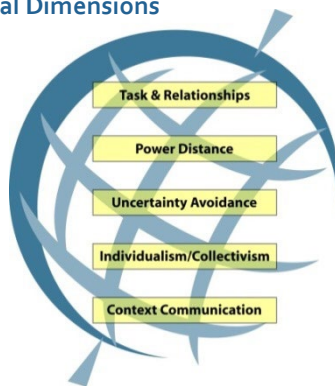
Global Effectiveness



Businesses big and small are participating in the global marketplace, and employees need not travel across the ocean to experience different cultures and ways of life. In order for business deals to run smoothly, it is becoming more important for every member of an organization to be able to interact effectively with people from other cultures. Many business opportunities are lost due to cultural misunderstandings. By equipping each employee with the appropriate knowledge, those deal-breaking, costly mistakes can be avoided.

Global Effectiveness is based on working within the five cultural dimensions, as shown below. This program will teach participants what types of behaviors to expect from certain cultures and how to prepare themselves for business interactions. As participants learn about each of the five dimensions, they will understand stereotypes differently and will be able to make business interactions run more smoothly.

Five Cultural Dimensions



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Program Outcomes

By implementing *Global Effectiveness*, each participant will become more interculturally savvy and thus more effective at conducting business across cultures. While many business deals dissolve from lack of understanding across cultures, this program gives participants a greater

depth of knowledge to prevent such misunderstandings and complete business efficiently and effectively. *Global Effectiveness* turns cultural differences from an unknown liability into an asset.

Learning Approach

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, *Global Effectiveness* includes components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment.

Participant Readiness prepares participants and managers for the overall learning experience:

- Pre-workshop communication

Learning Transfer design embeds practice and application of new skills. The learning can be flexibly delivered as a:

- Two-day face-to-face, application-oriented workshop

All can be delivered in modular format over non-consecutive days to allow application between sessions. This program can be taught by a Wilson Learning facilitator or by an organization's own leader-trained in-house professional.

Modules: Key Learnings Are . . .

Program Introduction

How to define the importance of a global mindset and a global skill set that leads to global effectiveness

Cross-Cultural Foundation

How to define culture and its impact on business; how to assess one's beliefs and values and how they impact one's own view of other cultures; how to recognize stereotypes and their impact on human interactions and how to overcome them

Global Skills Tools

How to identify differences in expectations and behaviors through five cross-cultural dimensions and understand how they affect business relationships

International Business Communication

How to apply and use the global skills tools in international business communications

Culture Shock

How to recognize the elements of culture shock and how it may affect everyone involved; how to cope with culture shock to minimize the impact on business

Action Plan

How to capitalize on global effectiveness; how to create cultural profiles in order to become more effective with global business partners

Your Participants Will Be Able To . . .

Recognize how to bridge cultural and language barriers to achieve more effective cross-cultural business relationships and improve global performance

Recognize how culture impacts interpersonal interactions, and how their own behavior impacts their personal and professional effectiveness; develop more effective and productive work relationships

Use this knowledge to prepare for cross-cultural business interactions; identify critical global communication barriers and devise efficient ways to handle them

Utilize a variety of resources to communicate more effectively with their international colleagues

Deal with culture shock to successfully engage in business relationships across cultures

Implement the tools learned in order to improve global effectiveness

Continued

Organizational Alignment ensures the organization supports the use of the new skills:

- Post-learning reinforcement activities available for both the manager and participant

As a result, participants will continue to apply the skills and tools learned long after the learning event is completed. For a deeper background on social interactions, it may be beneficial for participants to attend the *Building Relationship Versatility* course prior to attending *Global Effectiveness*.

Enabling Improved Performance

Global Effectiveness includes various performance application, reinforcement, and support tools, such as job aid cards and electronic reinforcement tools. These tools ensure that participants can hone newly acquired skills and behaviors upon returning to work. Involving managers early

on and training them to coach to global effectiveness is also important for successful program implementation.

Evaluation

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation. Other research options are also available, such as a web-based survey of participants to identify the degree of change in key skills and document the differences this change makes.

This offering, like all others from Wilson Learning, can be customized to reflect your environment and business priorities and can be integrated with your processes.