Tools for the 21st Century:
Developing a Global Mindset
NASBITE, Albuquerque, NM—April 12, 2013

1) Higher GDP in emerging markets
2) Young population in these markets
3) Rapid urbanization of the Southern Hemisphere
1. Growing GDP

![Chart showing global GDP growth](chart.png)

Source: The Economist

2. Young Population

![World population development chart](chart2.png)

Source: Earth Habitat.com
3. Urbanization

The Key Cities of the 20th Century:

3. Urbanization

The Key Cities of the 21st Century:
Jakarta, Karachi, Lagos, Mumbai, Sao Paolo, Shanghai
What will it take to remain competitive? How can a small business position itself to benefit from this new world dynamic?

It Shall:
- **Train to develop a global mindset**
  - Develop a diversified workforce
  - Lead with cultural intelligence
- **Rethink the way it innovates**
  - Pay attention to “disruptive innovation”
  - Acknowledge the “trickle-up syndrome”
Train to develop a global mindset
Develop a diversified workforce. Hire a multilingual workforce
Case Study: Selling gun cases to Latin America

Train to develop a global mindset.
Lead with Cultural Intelligence.
Understand the need to adapt one’s delivery, one’s expectations, one’s level of engagement and patience.
What is the “Trickle Up Syndrome” and why should your clients pay attention to it?
What is “Disruptive Innovation” and why does it matter to the potential exporter?

What is “Differing Quality Standards” and why should exporters pay attention to them?
Understanding the New Context: What makes an organization international, multinational, global?

Decentralizing, Regionalizing, “Glocalizing”
Seeing the Difference + Acknowledging the Difference = Incorporating the Difference

OR
What? So What? Now What?

Getting America Ready for the 21st Century

Grooming “Global Bridgers”
CULTURAL INTELLIGENCE AND GLOBAL MINDSET WORKSHOPS/COACHING AVAILABLE ALL OVER THE WORLD IN ENGLISH, SPANISH, FRENCH, AND CHINESE

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