Globalization:

“The Future State of Business & Technology”
Globalization

Introduce – Integrate – Initiate

- The flow ⇔ Factual lecture + side bar.
- What’s the objective? ⇔ Inform + future preparation.
- Integrate the subject matter ⇔ globalize for success.
- Analogies for starters.
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Recognizing – Understanding – Responding – Setting

- Recognizing political correctness.
- Understanding the new millennium customer.
- Responding to the global customer.
- Setting the desired future state.
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Staying – Serving – Navigating - Identifying

- Staying ahead of the technological change curve.
- Serving the world.

- Navigating the new trade routes.
- Identifying 10 key success factors.
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1st – Commit – Learn – Prioritize - Appropriate

- Commitment, belief and will to stay the course.
- Learn new skills through training and education.
- Appropriate/fund infrastructure and systems.
- Prioritize all elements based upon success probability.
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2nd Plan

- Study all facets of the business in a changing global environment.
- Record detailed scenarios of success or failure.
- Develop best fit scenario planning methods.
- Set the desired future state.
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Framework Capability Level

Expatriates –
Think globally, locally and service partially

Globals –
Think globally, act locally and service partially fully

Locals –
Think locally, act locally and service fully

Nationals –
Think locally, act globally and service partially

Global Service Readiness

Low  Medium  High
Globalization

Scenario Planning – Global Capability

Low

High

Medium

“My Fair Lady”
Change or risk failure.

“Chariots of Fire”
Success through preparation and belief.

“The Godfather”
Strong only here and now.

“The Titanic”
Save what you can.

Global Service Readiness
Globalization

3rd ⇔ Affiliate

- Can not do it alone or by brute force.
- Must seek out key global partners for affiliation.

- Establish MOU’s, agreements, and joint ventures.
- Set up full separate subsidiaries.
Identify key national and international credentialing needs.

Seek out, pursue and acquire all high level licenses, registrations, certifications and accreditations.

Work at becoming a credentialed global leader.
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5th Leverage

- Unused, inactive or outdated resources will stifle global growth.
- Leverage what is applicable and available toward the future state.
- Synergistically integrate physical human and monetary resources.
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6\textsuperscript{th} \Rightarrow \textit{Locate - Control}

- Carefully research global location and market needs.
- Remember the value of “location – location – location.”
- Optimize all resources at newly established locations.
- Curb enthusiasm and control expansion.
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7th ➔ Lead

- Analyze and record all constituents of the business.
- Factor in scenario planning and desired future state.
- Review all interactions/relationships (links) with business constituents.
- Establish/re-establish missing links
The Four Sides of Business

Clients/Customers

CEO/Management

Company/Staff

Buyers

Users

Board Committees
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8th Brand

- Using relevant planning methods, identify products/services for brand recognition.
- Set down initiatives to establish/strengthen key brands on a global scale.
- Market and advertise for increased global sales based on country-by-country and/or region-by-region brand markets.
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Achieving the desired state requires knowing current state.

Develop monitoring, feedback and mid-course adjustment of all key facets of globalization thrusts.

Never stop adjusting human, physical, infrastructure and system resources vis-à-vis the future state.
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10th Assess - Communicate

- Record all successes and failures.
- Reward successes for increased staff morale.
- Communicate key business information to all business constituents.
- Use milestones to convey the state of the organization.
Closing

Constantly communicate and reinforce that true (transnational) globalization is an on-going quest for a future state . . . It is a journey, not a destination.