Better international teamwork drives better results
A connected world requires connected thinkers

The founders of Global Business Academy: *Ilse Kerling and Sabine van Egeraat.*

They both run their own company and have a combined international business experience of 35 years. They have lived and worked for more than 25 years in South America, Asia, Europe and Australia.
Vision
Create respect and understanding between people

Mission
Strengthen global teams with the aim to increase their effectiveness and productivity
Diverse teams generate more creativity and are more innovative. However, diverse teams generate more conflict too.

In an analysis by McKinsey it was found that ethnically diverse companies are 35% more likely to financially outperform than companies that are not diverse. McKinsey Global Institute, 2013

In a poll from Accenture of 200 U.S. business executives 44 percent cited different attitudes toward conflict and different decision-making styles between international groups. Accenture poll of 200 business executives
Ultimate goal is to make the world a better place. International business is an accelerator when it comes to meeting new people and interacting with other cultures. In this process, it is all about perceptions. Global Business Academy aims to explain local perceptions, take away stereotyping and enhance understanding, and all this to avoid conflict and create mutual trust and respect.

Communication and interaction is done between people. Judgement comes when goals are being compromised.
Ultimate goal is to make the world a better place. International business is an accelerator when it comes to meeting new people and interacting with other cultures. In this process, it is all about perceptions. Global Business Academy aims to explain local perceptions, take away stereotyping and enhance understanding, and all this to avoid conflict and create mutual trust and respect.

As BRIC countries remain important emerging markets, assignment challenges remain. International assignments are growing in the very locations that present some of the most difficult assignment challenges.

Countries Presenting the Greatest Challenges

<table>
<thead>
<tr>
<th>For International Assignees</th>
<th>For Project Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. China</td>
<td>1. China</td>
</tr>
<tr>
<td>2. Brazil</td>
<td>2. Brazil</td>
</tr>
<tr>
<td>3. India</td>
<td>3. India</td>
</tr>
<tr>
<td>4. Argentina</td>
<td>4. Russia</td>
</tr>
<tr>
<td>5. Russia</td>
<td>5. United States</td>
</tr>
</tbody>
</table>
What percentage of your international teams are outperforming those of competitors?

Most team members still learn by mistake.

Challenges in a global setting usually mean
- Expectations vs realities
  - Frustrations
- Perceptions on what is appropriate

What would you have been able to save if team members know how to avoid those mistakes?
Relevant skill sets to thrive:

- Make an effort to understand the other
- Come up with a mutual plan of action
- Understand when to micromanage
- Know how to create commitment
- ...
The benefits of getting it right

- Help professionals to anticipate and resolve day to day business situations more effectively
- Help professionals with their personal strategy how to work with their Indian colleagues, do more in less time and reach personal KPI’s and global goals
Ultimate goal is to make the world a better place.

International business is an accelerator when it comes to meeting new people and interacting with other cultures. In this process, it is all about perceptions.

Global Business Academy aims to explain local perceptions, take away stereotyping and enhance understanding, and all this to avoid conflict and create mutual trust and respect.

Examples of our work with clients:

- Lower rework
- Increase capacity of Shared Services
- Increase client satisfaction
- Increase commitment and ownership in India
- Enhance international engagement & collaboration
- Meet deadlines (projects, product launches etc)
- Ensure a smoother project implementation
Ultimate goal is to make the world a better place. International business is an accelerator when it comes to meeting new people and interacting with other cultures. In this process, it is about perceptions.

Global Business Academy aims to explain local perceptions, take away stereotyping and enhance understanding, and all this to avoid conflict and create mutual trust and respect.

THANK YOU!

Global Business Academy BV – Keizersgracht 241 1016 EA Amsterdam
T +31 88 111 9333  www.globalbusiness.academy

Sabine van Egeraat   sc.v.egeraat@globalbusiness.academy