

# “Navigation” Tools for Global Business

- **Key Points:** How long does it take to be an experienced global business player? Perhaps a lifetime. Here's a “Navigation” Tool that IBC created with the collaboration of native instructors from over 50 countries. It will cut your learning curve dramatically.

Just as a geographical world map is absolutely necessary, a <Cultural World Map> that reflects the “Software of the Mind” of diverse people around the world is essential to help you communicate, negotiate and motivate your overseas counterparts and customers. It could be used as a sales tool in the global arena.

- **Contents:**

<Cultural World Map>, a global business navigator, consists of three components:

1. Overview Cultural Map: Three Codes of Conduct, Cultural Fault Lines & Cultural Paradigms

[Usage] The Overview Cultural map shows whether business interaction involves a conflict of codes. If there is a clash, different rules (both written & unspoken) will be applied. It also indicates how to make a style switch in the global arena.

2. Space: “Cultural Motivators<sup>(sm)</sup>” & “Cultural deMotivators<sup>(sm)</sup>” with Country Overview

[Definition] “Cultural Motivators<sup>(sm)</sup>” are cultural traits that locals share. If applied, you could be on the same wavelength as locals. “Cultural deMotivators<sup>(sm)</sup>” are cultural traits that upset locals and cause them to lose motivation. If avoided, you could reduce/prevent cultural conflicts.

[Usage] Almost limitless, from motivating counterparts/customers in joint projects, sales, to assisting cross-national JVs and M&A. It also enhances cross-cultural communication/negotiation/presentations/boss-subordinate relationships and provides a hint for locally effective problem solving.

3. Time: “Cultural Layers of Tradition”

[Definition] It illustrates components of the traditional values that locals are proud of, as well as the history of war/invasion/colonization which have caused emotional scars and influenced the sensitivity of locals.

[Usage] You can identify whether your country and the target country have any common layers of culture, or whether there are only differences, and make appropriate strategies immediately. You can also avoid sensitive areas that locals may have.

- **Licensing:** Please select Group A or B and decide how many users will enroll from your company. A simple agreement will be exchanged. Upon payment, a corporate ID and unique password for each user will be provided.

Group A: 25 countries/areas (Japan, China-HK-Taiwan, S. Korea, Singapore, Thailand, Indonesia, Malaysia, Brunei, Philippines, Vietnam, India, Pakistan, Australia, New Zealand, USA, Canada, France, England (not UK), Germany, Austria, Spain, Saudi Arabia, Russia)

Group B: 50 countries/areas (Group A + Italy, Sweden, Norway, Denmark, UK (England-Ireland-Scotland-Wales), Poland, Bulgaria, Czech Republic & Slovakia, Hungary, Israel, Turkey, Iran, Ukraine, Mexico, Argentina, Peru, Chile, Brazil, South Africa, Zimbabwe, Venezuela, Costa Rica, Switzerland)

Note: “Cultural Motivators<sup>(sm)</sup>” & “Cultural deMotivators<sup>(sm)</sup>” are IBC's registered trademark.