PNSQ CONFERENCE
Portland, Oregon
Oct. 8, 2012
The world has changed. Our new global inter-connectivity requires new skills.
In the 21\textsuperscript{st} Century, we shall:
- Develop a diversified workforce
- Train to develop a global mindset
- Lead with cultural intelligence
- Rethink the way we innovate
- Pay attention to disruptive innovation
- Acknowledge the trickle-up syndrome
The Lewis Model
www.crossculture.com/services/cross-culture/
Your Cultural DNA & the 7 Cultural Dimensions at Work:

1. **Social Stratification**: Egalitarian vs. Hierarchy
2. **Independence Level**: Individualist vs. Group Focus
3. **Business Focus**: Transaction vs. Relation Oriented
4. **Communication Pattern**: Direct vs. Indirect
5. **Concept of Time**: Linear vs. Circular
6. **Handling Change**: Resistant vs. Embracing
7. **Career Orientation**: Driven vs. Joie-de-Vivre
GLOBAL VIEW OF SOCIAL STRATIFICATION

Hierarchy vs. Egalitarian

Seniority

Merit

Hierarchy vs. Egalitarian
GLOBAL VIEW OF SOCIAL STRATIFICATION
GLOBAL VIEW OF INDEPENDENCE LEVEL

Individualist vs. Group Focused

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SHOULD WE?
GLOBAL VIEW OF INDEPENDENCE LEVEL
GLOBAL VIEW OF BUSINESS FOCUS

Relationship vs. Transaction Oriented
GLOBAL VIEW OF BUSINESS FOCUS
SHAKE OFF YOUR AUTO-PILOT
THE GLOBAL BRIDGER

- Communicates well with non-native English speakers
- Speaks more than one language
- Has lived abroad
- Knows how to build partnerships
- Embraces multiculturalism
- Speaks with a global voice
- Respects peoples religious beliefs
- Xenocentrist
WORKSHOPS AND COACHING AVAILABLE ALL OVER THE WORLD IN ENGLISH, SPANISH, FRENCH, AND SOON IN CHINESE

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