

Reaching Your Full Potential: A four-step process of international growth

Globalization...

A source of differences that need to be managed?

or Diversity, a potential source of growth?

The Full Potential Approach: Leverage Diversity for Growth

In the face of inevitable globalization, companies have had to identify cultural differences and manage diversity. Today, they can sense the potential that is offered through globalization yet do not necessarily know how to tap into it, to leverage it. The Full Potential Approach allows individuals, teams and companies to make the diversity a source of mutual enrichment for all.

Where Your International Experience Can Lead You

The process developed by Global'Ease presents the steps that lead to the full benefits of diversity. Each step corresponds to a degree of international maturity. Full Potential is the fourth and last step of the process, in which diversity becomes an opportunity for all.

A Model and Tools to Reach Your Full Potential in International Business

The process allows individuals, teams and companies to take stock of where they are in their international growth and to choose the way they want to pursue their development. Our tools and know-how allow them to move towards and reach the objective they have set.

Towards Full Potential: Global'Ease At Your Side

The Full Potential Approach is the fruit of 15 years of research and dialogue with our clients and the 10000 participants from 90 countries who have already followed our workshops. It's at the core of all our services: training, consulting, auditing, as well as our areas of activity: intercultural management and international mobility. It also defines our way of working together in a climate of confidence, in the pursuit of synergies to increase your performance.

Choosing to Reach Your Full Potential

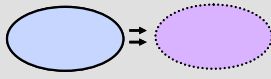
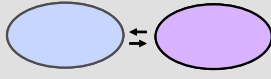
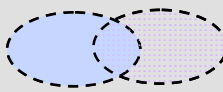
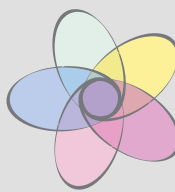
To adopt the Full Potential approach, you can count on:

- our centralized team to develop new seminars and tools
- our network of certified trainers and country-specific specialists to deliver your training

To discuss your company profile, your needs, existing responses and those that need to be developed, please do not hesitate to contact us by email: info@global-ease.com or visit our website: www.global-ease.com

The Full Potential Approach

A Four-Step Process of International Growth

Steps	Individuals	Teams	Companies
<p>1.</p> 	<p>First contacts</p> <p>The individual discovers the new culture and judges it according to their preconceived ideas.</p> <p>They arrive with firm ideas on how things work and should be.</p>	<p>Forming</p> <p>The team forms. Each member arrives with their expectations and their norms.</p>	<p>National Exporter</p> <p>The National Exporter sells its goods or services without adapting them to the local culture.</p>
<p>2.</p> 	<p>Interactions</p> <p>They come face to face with cultural differences. These can trigger misunderstandings and tension despite the individual's efforts.</p>	<p>Storming</p> <p>Members express their differences. These are often the source of misunderstandings and even disagreements.</p>	<p>International Explorer</p> <p>The International Explorer launches new projects beyond its borders. The results of these experiences vary greatly.</p>
<p>3.</p> 	<p>Shared Experiences</p> <p>By making compromises, they learn to manage diversity. They become involved in the new environment.</p> <p><i>NB: At this step, more detailed profiles can be drawn according to how the diversity is managed.</i></p>	<p>Norming</p> <p>The team organizes itself to find common ground. They agree on shared working methods.</p> <p><i>NB : At this step, more detailed profiles can be drawn according to how the diversity is managed</i></p>	<p>Multinational Player</p> <p>The Multinational Player is active in different countries and operates with a common strategy. It rolls out its vision, objectives and values from head office to the local entities.</p> <p><i>NB : At this step, more detailed profiles can be drawn according to how the diversity is managed</i></p>
<p>4.</p> 	<p>Full Potential</p> <p>The individual thrives. They are attracted to and inspired by cultural differences. Their sense of identity is reinforced. They feel at home wherever they are.</p>	<p>Performing</p> <p>The team knows how to tap into the resources and strengths of its members to ensure success. Each member can learn from the experience of others and all are enriched by their dialogue and interactions.</p>	<p>Full Potential Company</p> <p>The Full Potential Company takes its strength from its diversity. It fosters synergies between its activities, sectors and countries. It allows each employee to realize their full potential in a borderless environment.</p>