



Accelerates Global Expansion

Generates Meaningful Growth

Designed for Immediate ROI

Designed to accelerate a company's global market entry, the **G² Experience** program consists of **6 residencies in key regions** of the world. **Each quarter**, executives spend **8 to 12 days** in a new location for a unique business, networking and cultural **immersion experience**. Residencies are conducted at **world-renowned companies and educational institutions**, and accommodations are in **4 & 5 star boutique hotels**.

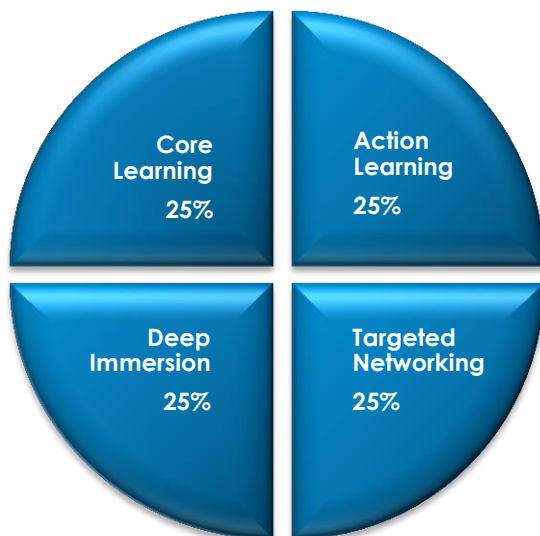
Success factors

- A solid strategic plan for global expansion
- Trusting relationships with the right people in each location
- Adaptability

Challenges

- Fragmented information on legal, regulatory, customs, shipping, and financing requirements
- Establishing relationships with trustworthy business partners
- Finding reliable customers

The G² Experience Method™



- **Individual consulting sessions** help you determine which specific information you need and where to find it
- Under the **guidance of experienced professionals** you will create a solid Strategic Global Expansion Plan
- You will learn how to rapidly gain an overview of a new market's business drivers
- Through **daily networking sessions**, you will learn how to establish a **solid network of trusting relationships** by gaining intercultural competence

*I hear and I forget,
I see and I remember,
I do and I understand.*
Confucius

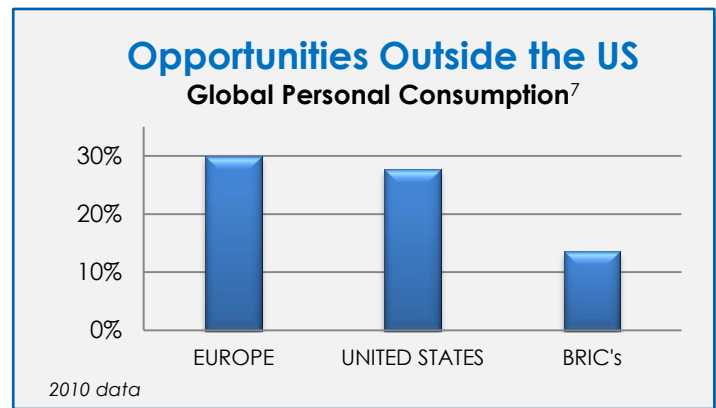
Participant/Company Profile

Participants are **executives who will lead their company's globalization efforts**. Self-driven individuals with a keen entrepreneurial spirit, they are dedicated to their company's development goals.

Executives may be entrepreneurs who founded the company, or they may have risen through the ranks, or have been recently hired. In either case **their full time mission is to take the company global**, be it alone or leading a team.

Their companies have been **successful in the U.S.** but have yet to maximize their potential in international markets. They may have limited experience with cross-border transactions, or may want to improve their speed to market. The company's **strategy for global expansion may need to be reviewed**, or may need to be created.

Only 15 executives are selected for each cohort to maintain a dynamic dialogue, allow in depth networking and foster peer to peer sharing. This creates a **tight knit community of peers** who act as a resource to each other, or sounding board, during and after the program.



Topics covered include:

- Geopolitical Background, History, Religion, Political System and Economy
- Cultural competency
- Strategy
- Networking across cultures
- The Influence of Government on Business
- Accounting Framework
- Marketing Framework
- Finance Framework
- Legal framework

Emphasis is placed on the topics that present the most differences from US business practices and have the greatest impact on participants' business interactions.



The ability to rapidly and effectively establish a solid and trusting network in any new location is key to global expansion.