International Philosophy and Capability

Global Corporate College is committed to supporting our client companies across their global footprints. Our international philosophy is to provide high quality training, in language, in culture and in context in all parts of the world.

**In Language** - Many U.S. companies attempt to offer key training initiatives to their locations abroad with an expectation that their employees will be able to communicate effectively in English and, therefore, the training can be conducted in English. At Global Corporate College, we recognize that the best learning always happens in a learner’s native language. The physical and mental fatigue created for the learner who is required to learn new concepts, translate them in their mind, apply them to their culture and translate back their interaction distracts from the core learning objectives. At Global Corporate College, our goal is to help the learner be completely focused on learning so that we maximize the transfer of knowledge. To that end, our primary delivery model is to offer our training in the language of the majority of the learners participating in the experience. In some instances, translators may have to be used, but this is our secondary option.

**In Culture** - Key learning areas, such as management and leadership skills, are often contextual to U.S. business practices and there is a reduction in knowledge transfer and behavioral modification of the learning in other countries. In order for learners to move past knowledge to application of learning, the learning must be culturally relevant. As a result, Global Corporate College is committed to knowing and understanding the cultural context of learners. In looking at an educational objective such as “Conflict Resolution” or “Team Work,” understanding the historical and cultural context, the class structure, gender roles or age related hierarchy may be critical for the knowledge to actually be transferred to behavior change. Our content designers work with our international team to assure cultural context is incorporated into the design of our learning initiatives.

**GCC Global Network** - The Global Corporate College model provides an international network worldwide. In the majority of countries, our partners are private consulting groups. In some cases, our partners are colleges and universities who meet our workforce development criteria for excellence. In all cases, our instructors have been pre-qualified and have outstanding credentials. We base our partner selection on a combination of factors including:

- Minimum three years in business
- Multi-national client references
- Quality orientation
- Financial stability
- Leadership strength and qualification
Services We Provide - Global Corporate College helps clients achieve higher levels of productivity by providing training solutions tailored to meet our client’s unique training needs and objectives. Our international services include:

- Learning Strategy
- Trainers
- Instructional Designers
- Facilities
- Program Development
- Program Management
- Logistics
- Train the Trainer Facilitation and Content (TTT)
- Learning Content and Learning Content Licensing

Learning Engagement Examples

I. Global Middle Manager Development - Program Development, Implementation, and Ongoing Program Management and Delivery

Need: This U.S. based manufacturer and reseller of welding and cutting products has employees in 160 countries. The company wanted to increase the mobility of their global talent pool to support growth and succession planning. While there were pockets of training excellence, development was inconsistent and workforce competencies were uneven. Their goal was to up-skill the middle manager talent pool and develop global consistency based on their U.S. competency standards.

Participants: Middle managers

Distribution: The Americas, Asia and Europe

Time Frame: September 2012 to present

Description: The company had completed competency assessments in the U.S. and had developed a training framework for the required competencies of a middle manager. Global Corporate College’s first step was to review the company’s existing training content and cross-walk existing training assets to the training framework. Existing training content was integrated into the final program content for the U.S.

Global Corporate College developed a multi-year middle manager training program consisting of eight two-day modules incorporating classroom instruction, distance learning, coaching and action learning. The content was piloted in the U.S. and is now running in the U.S.

The company prioritized China as the first market for global training support. Global Corporate College first completed competency assessments for the middle-managers in China. With local competency assessment results in hand, Global Corporate College then met with the China H.R. leader to review the competency nuances and expectations in China versus the U.S. For instance, risk taking and taking
initiative differed significantly in the U.S. and China. And, in China the middle manager’s view of their role was more parochial, more tactical and less strategic than the U.S. middle manager who viewed their role in terms of enterprise contributions.

While the global training framework remained consistent, local competency was considered as the content was tailored for China based on the gap between U.S. competency expectation and local competency. Global Corporate College contextualized the eight training modules with input from local leaders. In preparation for delivery, Global Corporate College then selected in-country facilitators, oriented the facilitators to the company and completed content specific TTT. Local guest speakers were selected, oriented to the program and supported such that their presentations were integrated into the fabric of the training. Guest speakers include the CFO, head of Supply Chain and head of HR. The program will be implemented in Europe next.

II. Influence and Communication Skills for Global Mid and Senior Relationship Managers in IT Shared Services - Program Development, Implementation, and Delivery

Need: One of the world’s leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products needed to improve the business relationship skills of IT managers providing shared services support. The goal was for the managers to have greater business acumen, to enhance their advisory capability and to enhance their ability to influence.

Participants: Mid and senior IT shared services managers

Distribution: The Americas, Asia, and Europe

Time Frame: August 2012 - March 2013

Description: Global Corporate College started with interviews of senior management of each business group serviced by the Shared Services IT managers to understand their perceptions of the service received from their IT relationship manager. Next, competency assessments were completed around influencing others and critical skills and gaps were identified based on the information gathered in the interviews and the competency results.

The leaders of the IT relationship managers were then asked to determine the relevance of the feedback and competencies based on their expectations of the relationship manager’s role. Global Corporate College developed a three-day program that included pre-work, action learning, and group and individual coaching follow-up.

The client wanted all global training to be delivered in English. However coaching was delivered in the native language of the participant. While the instructor led training was conducted in Hong Kong and London, the participants were resident in multiple locations within the two regions. Global Corporate College sourced all facilitators and multiple coaches representing the language requirements within the regions.
III.  **Hiring, Onboarding, Training, Entry Level Skills Development, Language Training, Lean Six Sigma Programs, and Supervisor Skills Development - Program Development, Implementation, and Delivery**

**Need:** This company, in the consumer goods and food and beverage industry, needed organizational development and training support to integrate multiple acquisitions as well as constant organic growth. With locations across North America and a small internal staff, the organization needed assistance in program and content development, hiring and onboarding, and training. The company wanted to both train for required core skills and competencies and to also infuse the training to transmit the company’s core values and culture to new employees and recently acquired organizations.

**Participants:** New hires, frontline employees, supervisors, managers

**Distribution:** North America

**Time Period:** January 2010 – December 2012

**Description:** Global Corporate College was engaged to support rapid staffing growth with career readiness training for the applicant pool in difficult hiring markets; to assist in the recruitment, onboarding and training of production workers; to provide English language training; to provide Microsoft Office training for new employees; to lead Autonomous Care programs in manufacturing (Lean/Six Sigma for the Food Manufacturing Industry); and to provide training for Supervisory Skills for manufacturing supervisors. Global Corporate College provided rapid content development, content, facilitation and program management for these multiple programs.

**Outcomes:** Multiple measurable results

- Decreased hiring time for new hires by 48 days
- Decreased time to 100% manufacturing employee productivity by 60 days
- Addressed critical productivity and quality issues measured in eight figure savings

IV.  **Business and Financial Acumen Training for Professional Staff of Newly Acquired Pharmaceutical Research Company - Content Development and Global Delivery**

**Need:** This global pharmaceutical company had a directive from the CFO to educate the employees in this newly acquired company regarding the parent company’s criteria for financial decision making and the employee’s role in the profitability of the company.

**Participants:** Managers and supervisors with both financial and non-financial backgrounds i.e. engineers, scientists, marketing managers, etc.

**Distribution:** IL, OH, CA, FL, MA, Belgium, Ireland, Malaysia, India, Japan, Australia, and England

**Time Frame:** May – December 2009
Description: Working with the company’s subject matter experts, Global Corporate College rapidly designed and developed a highly customized program that incorporated the company metrics; internal and external reporting; success measures; the participant’s impact on the metrics; and the financial criteria used to evaluate investments such as R&D, etc.

The program was delivered in-country, in-language in the U.S. and seven locations outside the U.S. Acting as a single point of contact to the company, Global Corporate College managed trainer selection with trainers having financial and business acumen experience; provided the TTT for trainers; and coordinated training logistics and delivery. The company exceeded expectations, was well received by the participants and was delivered on time and on budget.

V. Individual Contributor Program throughout North America - Program Development, Implementation, and Ongoing Program Management and Delivery

Need: This multinational automobile manufacturer is committed to staff development at all levels in the organization. Instructor-led courses are offered to Individual Contributors, with modules designed to develop key competencies and build engagement. Prior to partnering with Global Corporate College, the client contracted with multiple content and delivery vendors to provide this training in locations throughout the U.S., Canada and Mexico. The client wanted greater efficiency in the program delivery; the ability to provide consistent, contextualized content, contextualized to the company and current company objectives; and greater feedback on the performance of the offerings.

Participants: Individual Contributors in manufacturing, design, customer service, finance center and headquarters.

Distribution: U.S., Mexico and Canada

Time Frame: 2011 to present

Description: Global Corporate College serves as the single point of contact for the administration and delivery of the client’s Individual Contributor training program across North America. During a transition phase the program continued with the third-party curriculum and training partners that had served the client to date, but with consistent delivery outcomes, reporting and consolidated invoicing. Over time, Global Corporate College was asked to provide all curriculum, and now provides both contextualized training from existing training assets and new content as business need required. The dedicated Global Corporate College Project Manager works with the client POCs to:

- provide the contextualized training content (with translation as required)
- select and orient trainers to the client company and curriculum
- publish training calendars and monitor enrollments
- manage facility, trainer and materials logistics
- gather and report on participant feedback
- provide consolidated reporting and invoicing