



Workshop: *Bridging the Gaps for Success*© **June 9, 2011**

What if you had a “formula” for building winning business relationships with international colleagues and could apply this knowledge to growth markets around the globe?

This workshop focuses on a critical success factor in global trade -- developing “winning” relationships with business associates who may have different cultural orientations than your own.

Learn new skills that can enhance you professionally and have a positive impact on your company’s bottom line!

SPECIAL DISCOUNT!! For MCBC Members and attendees of this seminar - Enter code MCBC2011 when you register to receive over 70% off the regular price of \$1200. Workshop attendees also receive a FREE one hour consultation session.

With 95% of the world’s buying power outside the US, today’s global environment mandates that businesses think locally and act globally.

- Companies are under increasing pressure to understand and manage cultural differences.
- The risks are high if you cannot build trusting relationships with international clients, business partners, government officials, and employees. How do you avoid costly mistakes?
- How do you quickly adapt to different global markets and attendant cultures as you take your business model to scale?

The *Bridging the Gaps for Success*© Workshop addresses these issues and focuses on a critical success factor -- developing “winning” relationships with business associates who may have different cultural orientations than your own.

This workshop teaches a proven model, “UAA,” which can be applied to any intercultural situation around the globe. Learning points are reinforced via video presentation of a real case study about a company doing business in China - now the world’s second largest economy - and structured discussion with certified workshop facilitators.

Speakers include:

- **Ted Dean, Chairman of the American Chamber of Commerce in China and President of BDA**, a strategy consultancy and investment advisory firm (via satellite),
- **Forest Liu, co-Founder and COO of iways** who developed the UAA model and BRIDGING the GAPS™, using an international team of academics and business professionals,
- **Praveen Jolly, Baltimore Aircoil Company Executive** who ran its China Operations before retiring in 2010,
- **Juanita Hardy, Managing Principal of Tiger Management Consulting Group, LLC**, with over 35 years experience working with Fortune 500, government, and international clients, including 31 years with IBM before retiring in 2005, and
- **Vicky Jarosz, Vice President of i3Logic** who led the development of an approach that facilitates rapid change management for companies entering international markets.

Sponsors:



Workshop Details:

Who?

Companies and organizations doing business in international markets today (particularly China) or planning to in the near future, and want to build and/or maintain skills in intercultural communication, negotiation, decision making, team building and international business management.

What?

This workshop consists of video presentations and highly interactive facilitated discussions led by a team of professionals with extensive business and international experience (see above).

Contact:

Visit www.bridgingculturalgaps.com for more information and registration details.

Where?

The Universities at Shady Grove, 9630 Gudelsky Drive, Rockville, MD 20850

When?

Thursday, June 9, 2009, 8:30 AM – 4:00 PM

Cost:

\$1200, discounted over 70% for this special offering. Enter code **MCBC2011** when you register to receive special price of \$399.

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