



OVERVIEW: GLOBAL NEIGHBORHOOD & CULTURAL LENS

The global neighborhood is fast becoming a major factor in today's economic environment, and so organizations must have people at all levels who can comfortably interact with cultures other than their own. At its most basic definition, culture refers to a group, or community, whose members share similar experiences, worldviews and values. Up until a few generations ago, most groups worked solely with local counterparts who shared similar backgrounds. Today, thanks to the pace of technology and globalization, it is probably that your typical workday includes interaction with colleagues, clients or vendors from different parts of the globe.

As the pace of business transactions quickens, the ability to communicate with and manage people from other cultures is not just a necessity; it is a requirement. Confounded by language barriers, different worldviews and experiences, communication can be a great challenge. However, not meeting these challenges can be costly, setting a project back days, weeks or even months. Communicating effectively greatly augments your success when working and negotiating with individuals from diverse backgrounds.

CULTURAL LENS INVENTORY

With Globalization breaking down cultural boundaries, global leaders and virtual managers need to create an environment that supports and motivates a multi-cultural and globally diverse workforce. With cross cultural interactions quickly becoming the norm, leaders need to develop the capability of leveraging workplace diversity. Developing abilities to manage and interact within cross cultural teams and cultural diverse personnel will dramatically improve productivity and create a more effective environment.

COMMUNICATING THROUGH A CROSS CULTURAL LENS

AIM Strategies[®] has come up with a quick and easy way to help leaders and managers align their skill sets with the increasingly rigorous demands of the global business environment.

THE CULTURAL LENS INVENTORY HELPS THE USER:

- Determine development areas in regards to **CROSS CULTURAL INTERACTIONS**.
- **MANAGE CONFLICT AND MISUNDERSTANDING** effectively with individuals that have a different cultural background.
- Become a more **EFFECTIVE TEAM MEMBER OR MANAGER** in an increasingly global environment.



AIM Strategies[®] offers the Cultural Lens Inventory as a low cost and quick turnaround on actionable insights. To learn more about our Cultural Lens Inventory, contact AIM at: info@aim-strategies.com

AIM Strategies[®] Applied Innovative Management[®] is a results-driven Human Capital Consulting firm specializing in the areas of: Global Leadership Development, Co-located and Virtual Team Facilitation, Cross Cultural Communications, Performance Management and Change Integration Services. We are confident that the solutions we develop fit your needs and culture. Please visit www.aim-strategies.com to learn more about how we can help you unlock people potential.

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