

A photograph of three people in a meeting. A man with glasses on the left is resting his chin on his hand. A man in the center is looking towards the right. A woman on the right is smiling and holding a pen. The scene is lit with warm, golden light, suggesting a sunset or sunrise. In the foreground, there is a desk with a laptop, a notebook, a coffee cup, and some papers.

# WE HUMANIZE GLOBAL MOBILITY

INTERCULTURAL AND EXPAT SUPPORT SOLUTIONS.  
AT SCALE AND WORLDWIDE.

 **Globiana**  
[www.globiana.com](http://www.globiana.com)

**crossculture.**  
academy



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# Globiana Inc. - Who We Are

## COMPANY OVERVIEW

Globiana is a provider of intercultural services and global mobility support solutions for global workforce worldwide.

We help our multinational clients develop culturally competent global teams and ensure a positive relocation experience and successful completion of assignments for globally mobile talent.



Globiana's network of more than 400 trainers and coaches spans 140 countries, delivering classroom trainings and workshops all over the world. Our hi-touch cloud platform offers easy access to e-Learning courses, needs-based coaching and a variety of premium multi-media learning resources.

We work with any budget, in any market, and provide scalable solutions that can support programs with a single international hire or assignee to an enterprise-wide talent development initiative.



### FOUNDERS

Founded in 2012 in Silicon Valley by former expats and intercultural experts, Globiana merged with its well-established German partner *crossculture academy* in 2017 to form a global consultancy with a premium portfolio of unique services.



### LOCATIONS

HQ – San Francisco, USA  
Stuttgart, Germany  
Partner offices: London, UK  
Kiev, Ukraine



### GLOBAL FOOTPRINT

Delivering in 140+ countries for Corporate global mobility, Relocation Management, EAP/ Global Benefits, EDU/e-Learning clients.



### TRAINERS & EXPERTS

400+ certified expat coaches, cultural transition trainers and industry-recognized experts

## How we support your people management objectives



### OUR OFFICES



### Employer of Choice

We help you become the Employer-of-Choice with a superior learning and employee benefits package.



### Cost Efficiency

Our technology-enabled solutions help you reduce the costs of workforce training and support for your expats.



### Collaboration

We help you grow the critical team skills of your global talent.



### Improved ROI

We improve your Global Mobility ROI by minimizing failed assignments.



### Success in any Market

We provide solutions that deliver a consistent employee experience in any market and grow with your global reach.

# Global Mobility Support Platform

A KEY TRAINING AND ADAPTATION SUPPORT BENEFIT FOR GLOBALLY MOBILE EMPLOYEES AND ACCOMPANYING FAMILIES



When a business need takes your employee on an assignment half the world away, the time abroad should bring new opportunities to grow personally and professionally for both the assignee and the accompanying family.

However the pressures of navigating an unfamiliar environment and a stressful and sometimes confusing settling-in time result in significant

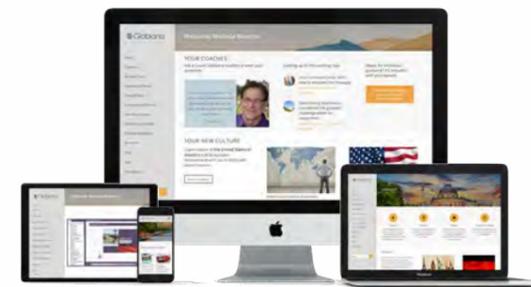
adjustment difficulties for the employee, local management, new co-workers and family.

Subscription to our human-centered intercultural support platform helps relocated employees communicate, learn, make daily business decisions and take care of their families during some of the most stressful times of their lives. In real-time and on-demand. From their desk or on the go. During the move

and long after the boxes are unpacked.

We stay with them until the foreign feels familiar!

We put intercultural training and coaching within reach for any employee worldwide.



## INTERCULTURAL TRANSITION SUPPORT

Designed from the ground up by a team of expat coaches and intercultural transition experts, our comprehensive cloud platform allows organizations to offer critical learning and coaching benefits to their mobile workforce at the enterprise scale.



## TECH-ENABLED INTERCULTURAL TRAINING

We provide users with easy-to-navigate, curated eLearning environment with self-paced courses on target cultures. Creative use of multimedia is combined with our unique resource library and real-time support of intercultural transition experts.



## EXPATRIATE COACHING

Coaching modules and learning tracks address the highest risk relocation-related needs, with special focus on social adaptation, family transition and accompanying partner career support.



## 24/7 ONLINE SUPPORT FOR EMPLOYEE & FAMILY

The online Coaching Hub offers a wide selection of workshops, webinars and group discussions designed with the specific needs of the assignees or the accompanying partners in mind. More help is always available through our Coach Hotline.

# Classroom Trainings

## THE BENEFITS

In times of multinational corporations, internationally scaled production and supply chains, as well as company divisions operating across borders and virtual teams, intercultural know-how has become a key skill for successful communication and collaboration.

## OUR APPROACH

We are highly focused on the issues and country priorities of our customers. We thoroughly examine our clients' international needs and networks, and develop an individual program based on their specific requirements. Further adjustments are made by our country experts based on the participants' needs, even during the training. We also focus on real-life application of the learning to increase knowledge retention and develop long lasting global cultural competency.

## WHAT WE OFFER

Globiana has proven expertise in a wide range of intercultural classroom trainings worldwide. Here are some examples of what we offer:

- Single and group trainings
- Multilingual trainings
- Workshops
- Cross-cultural Coaching
- Presentations
- Mediations
- Executive briefings

## DATA & FACTS

- Highly-qualified country experts
- Educated trainers only
- Trainings for every desired culture
- Trainings in any desired language
- Trainings in any desired location
- First-rate services
- Long-term customer loyalty due to high satisfaction
- Open, friendly, easy-to-work-with team

## PREPARATION TRAINING FOR INTERNATIONAL ASSIGNEES



OPTIMAL PREPARATION FOR THE TARGET COUNTRY



ASSISTANCE IN THE OVERALL EXPAT LIFECYCLE



TARGETED SELECTION OF HIGHLY QUALIFIED TRAINERS AND COUNTRY EXPERTS



TIME, PLACE, AND MODE-OF-DELIVERY FLEXIBILITY

## WHAT OUR TRAINEES SAY

Feedback from our trainees has been overwhelmingly positive. Over 90% of participants would recommend our training to others. We conducted over 300 seminars this year alone totaling close to 400 days of face-to-face training.



# Cross-cultural Coaching

## THE BENEFITS

Unfortunately, not all scenarios that occur during international activities can be anticipated. The risk to business arising from these situations can be significantly reduced with cross-cultural coaching. The coachees learn how to deal with changing circumstances and how to use their own potential to resolve problems. As a result they reduce personal stress and gain educated perspective for their own actions in a situation. Ask about both our **Classroom Coaching** and **Personal Online Coaching!**



## EXECUTIVE BRIEFING

A presentation in Brazil, a negotiation in Russia, an executive visitor from China: when working with foreign business partners a short and targeted briefing on processes and methods can be very useful. The focus is placed on the details and particular scenarios of the meeting and the participants receive directly applicable tips and recommendations.

Executive briefings can be held both as a classroom training and as a virtual training. Executive Briefings are short and targeted, and therefore, cost-effective and efficient.

## TEAMBUILDING

When international teams are set up, completely different worlds and approaches collide. All of those are perceived as stressful and distracting factors by the individual team members.

**Solution:** In a country-specific training before the onset of the project it is possible to talk about “the others” in a hypothetical way. The culturally defined approaches are studied in a so-called “dry run.” Then the actionable strategies for working together are set during a jointly held workshop. This kind of approach has proven extremely successful, i.e., talking to each other instead of about one another.

**Results:** The team experiences fewer distractions and conflicts working together, build a common communication basis, and tapping the team’s full potential becomes possible.



## VIRTUAL TEAM TRAININGS

Virtual teams bring together the knowledge of experts from across the globe. It only works if virtual communication skills are firmly in place and the collaboration is successful. There are plenty of reasons:

- In certain cultures cooperation only works between people who are acquainted personally.
- Different methods of communication might lead to one-sided discussions within virtual meetings.
- Factors of power might arise in the team due to a dominance of people from one culture.

## OUR EXPERTS

Our worldwide database includes over 350 highly qualified country experts who are active in various industries and regions. Besides their intercultural expertise, they also possess very specific knowledge of your industry and market.

Our Country Experts are well aware of both target cultures, have practical experience in the sector of the customer, and are educated trainers and possess excellent methodical and didactic skills.

## THE TRAINER NAVIGATOR

A tangible return on your training investment is our number one priority. It all starts with selecting the right expert. Our selection is guided by our proprietary quality management tool, The Trainer Navigator.

It quantifies and evaluates the qualification features of our trainers and country experts, such as previous coaching experience, methodology and didactics, sources of knowledge as well as international and professional experiences. The entered data is gathered via a multistage score system and results in a Navigator-Index (NVI). The result is a perfect match for your intercultural training needs!



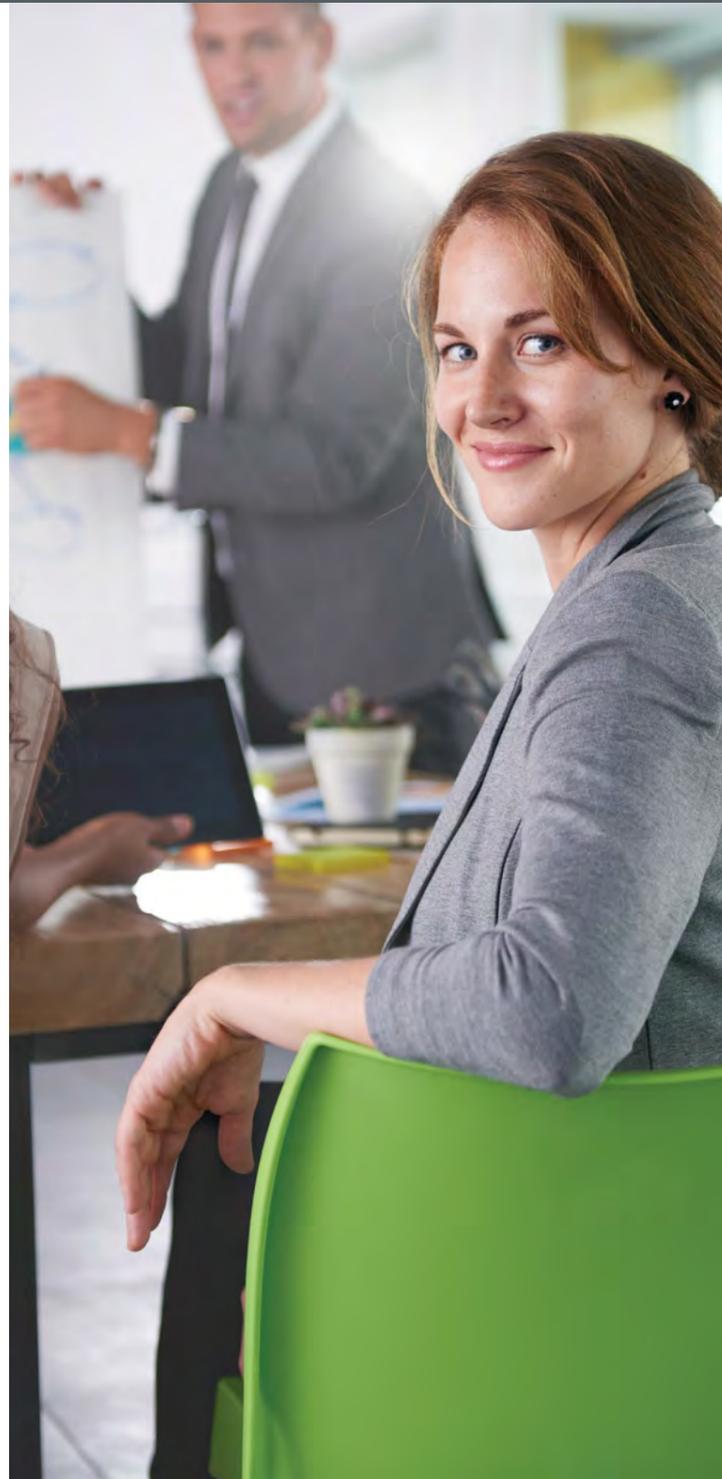
# eLearning Courses

## THE CORE IDEA

If you wish to learn independently from time and space and in your own personal rhythm, you need flexible training opportunities that nevertheless meet high standards and provide efficient solutions to develop your skills. Our e-learning courses meet exactly these requirements! These self-paced trainings developed with the expertise of our country experts enable you to provide employees working internationally with further training that easily integrates into their daily work routine. And that is with very little expense and organizational effort.

## LEARNING ENVIRONMENT

The e-learning courses consist of various media components, such as texts, videos, interactive elements and tests. This broad range combined with methodical and didactic expertise leads to an efficient and comprehensive development of skills. Our learning platform's intuitive learning environment ensures that courses run properly on various operating systems and devices. Apart from that the e-learning courses can be integrated into a company's own training system and adjusted to customer-specific requirements. This modern learning environment ensures a pleasant handling of the courses, including a support hotline, tracking capabilities and a final test for all participants.



## CONTENTS

### GENERAL AWARENESS

The general awareness course introduces the user to the topic of crosscultural communication in small doses of theoretical and practical features. The focus is on discussing the term "culture", which leads the user to reflect on his own culture and thus to a better understanding of what distinguishes the own culture from other cultures. This is exemplified by detailed aspects and models without losing touch with practice. A profound general awareness provides the basis for subsequently dealing with the peculiarities of individual cultures.

### COUNTRY-SPECIFIC COURSES

The country-specific e-learning courses convey the most important aspects of successfully establishing business contacts and cooperating with business partners and colleagues from various cultures in six chapters:

- Initial business contact
- Communication and impact
- Meetings and presentations
- Negotiations, decisions and contracts
- Coordination and cooperation
- Business meals and after work

### CHECKING YOUR KNOWLEDGE

Every chapter of the courses finishes with an interactive quiz, where the participant can check their newly gained skills and get feedback on their answers.

### INDIVIDUAL E-LEARNING COURSES

Along with the existing e-learning courses we create individual courses and training programs that are tailored according to the wishes and requirements of our customers. Together with you, we discuss your specific crosscultural challenges and work out your relevant topics and requirements. Having done this, we derive learning objectives in order to create your custom training program with suitable e-learning courses.

### CUSTOMIZING

Apart from our existing e-learning courses we also enjoy designing and developing individual web-based trainings for our customers. If requested, we can present the courses in your individual layout or corporate design. Furthermore, it is possible to implement our e-learning courses into your corporate learning management system.

### BLENDED LEARNING

Our e-learning courses present a perfect stand-alone solution when having to prepare for a culture at short notice. The contents come from selected country experts covering all the important aspects of a pleasant and successful cooperation with business partners from other cultures. At the same time, the e-learning courses are developed in such a way that they can easily be linked to further learning formats, such as:

- E-learning course – teambuilding (classroom training) – 24/7 platform support
- E-learning course – webinar – 24/7 platform support
- E-learning course – virtual training/coaching – 24/7 platform support

# Technology

Real results, powered by real people, empowered by technology.

## BUILT FOR THE ENTERPRISE

The seamless convergence of people and technology is at the core of our vision behind the next generation of intercultural transition services.



### Integration and White Label Options

Seamless integration with your portal. Option to co-brand or white-label.



### Always Available

24/7, 365. We keep the same hours our users do.



### Cloud Security

Data security and user privacy is our highest priority.



### Centralized User Management

All accounts managed from a single dashboard.



### Single Sign-on (SSO)

One login, one password, one time.

# Client Testimonials

## Head of Global Mobility, Adobe

Adobe deeply values our partnership with Globiana. The Globiana team are an essential part of our Global Talent Mobility program. Globiana ensures that our employees and their families, who together make up our most valuable corporate asset, are set-up for immediate and long-term success. We could not be more thrilled to be partnering with such an outstanding, forward-thinking organization.

## Chief Talent Officer, Acxiom

Partnership with Globiana is an important part of our efforts to support our globally mobile talent. We see it as an essential tool enabling their success abroad both on personal and professional levels.

## Christine Boehnke, Head of Human Resources

The approach of the crossculture academy at our very short notice request was extremely professional. From the trainer and the methodology in training, I was impressed. She was able to adapt well to the mainly technically oriented participants, creating an open and friendly atmosphere.

## Suzanne Klemeyer-Garcia, Expat in Stockholm

The crossculture academy is not only helpful during the preparation for a different culture. Due to the high practical relevance, I always find videos and articles that help me with the questions that arise in everyday life. And if I want to know something exactly, I simply use the Internet hotline - great!

## Marc and Regina Neuss, Expats in Shanghai

The expat care really helped us during our first time in Shanghai. Above all, the coaching modules have simply served all family members in difficult personal situations and motivated us to better manage everyday life in China. It is not always easy to get around in such a different culture every day.

## Eva Martinez, Lapp Group

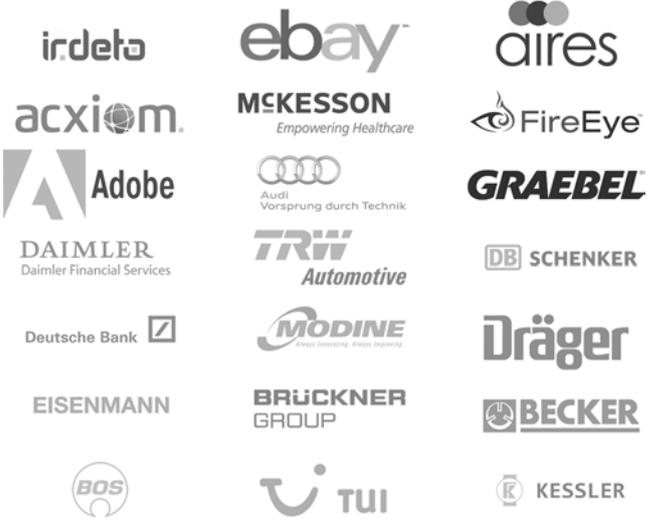
By linking intercultural face-to-face training and online coaching, our employees are very well prepared for their international deployment and receive professional support in the initial phase of their posting.



ASSOCIATE MEMBER



CLIENTS



MORE INFORMATION

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