HUMANIZING GLOBAL MOBILITY
INTERCULTURAL SERVICES AND EXPAT SUPPORT SOLUTIONS.
AT SCALE AND WORLDWIDE.
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Globiana Inc. - Who We Are

COMPANY OVERVIEW

Globiana delivers intercultural services and expat support solutions to multinational clients worldwide.

Organizations partner with Globiana to provide support for their cross-border assignees and develop their international managers and teams. With our help our clients effectively manage the risks and serve the Duty of Care requirements by adequately preparing their cross-border assignees and supporting them through the challenges of living in foreign cultures.

From classroom trainings to blended and tech-enabled solutions—we offer a full portfolio of services to fit any business need or talent development strategy.

Globiana’s network of more than 450 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 and Stuttgart by intercultural experts and former expats, Globiana and crossculture academy merged in 2017 to form Globiana Inc.—a global consultancy with a premium portfolio of unique services.

LOCATIONS

HQ – San Francisco, USA
EMEA HQ – 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

450+ certified expat coaches, cultural transition trainers and industry-recognized experts.
Why Globiana

Cost-effective
Our flexible solutions scale with your organization and are within reach for any level employee. Clear metrics are always there to measure the effectiveness of the program.

Modern
We are creative and innovative in delivering the solutions that meet the expectations of the modern workforce.

Global
Tell us the next destination for your employees and we will be ready to deliver. No matter where they are around the globe, we will be your partner in supporting them.

Flexible
From one expat employee to a company-wide initiative, we can offer a solution tailored to your budget, timeline and unique business needs.

High Quality
Over 98% of trainings participants say they would recommend our services to their peers.

Easy to Deploy
We deliver through your relocation vendor, as part of your Employee Benefits or integrate with your own portal. No new software. No extra management.
Expat Support Platform

A KEY INTERCULTURAL TRAINING AND ADAPTATION SUPPORT BENEFIT FOR GLOBALLY MOBILE EMPLOYEES

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 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!
Our expat support platform puts intercultural training and support tools within reach for any employee

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.
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

### What Our Trainees Say

Feedback from our trainees has been overwhelmingly positive. Recent evaluations of more than 400 face-to-face trainings showed that over 90% of participants would recommend our trainings to their peers.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Statement</th>
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<tr>
<td>90%</td>
<td>I can use the contents of this training for my daily work.</td>
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<tr>
<td>89%</td>
<td>The training helped me to gain confidence for my assignment abroad.</td>
</tr>
<tr>
<td>89%</td>
<td>I have learned about behavioral patterns and manners for successful cooperation with people from different cultures.</td>
</tr>
<tr>
<td>90%</td>
<td>The training encouraged me to work on my skills.</td>
</tr>
<tr>
<td>99%</td>
<td>I would recommend the training to others.</td>
</tr>
<tr>
<td>90%</td>
<td>I have become aware of my own cultural imprint.</td>
</tr>
<tr>
<td>99%</td>
<td>I can use the contents of this training for my daily work.</td>
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PREPARATION TRAININGS FOR INTERNATIONAL ASSIGNEES

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

OPTIMAL PREPARATION FOR THE TARGET COUNTRY

The expatriates are prepared for their stay abroad both with regard to personal and professional matters. The training sessions take one to two days and range from individual to family and kids trainings.

TARGETED SELECTION OF HIGHLY QUALIFIED TRAINERS AND COUNTRY EXPERTS

The choice of the trainers depends not only on their country expertise, but also on the professional background of the expatriates and their branch skills. The country experts are chosen accordingly.

ASSISTANCE IN THE OVERALL EXPAT LIFECYCLE

The employees can choose to be mentored during their entire stay abroad, e.g., through coaching sessions and online products. Also they will be prepared for their return to the homeland, if desired.

TIME, PLACE, AND MODE-OF-DELIVERY FLEXIBILITY

Some things need to happen quickly. Our extensive network of country experts enables us to react flexibly to sudden requests and to organize high-quality trainings in a minimum of time.
CROSS-CULTURAL COACHING

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 BRIEFINGS

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.
Expert Selection

OUR EXPERTS

Our worldwide database includes over 450 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!
THE IDEA

If your workforce needs to learn independently from time and space and at their own pace, you need flexible training opportunities that meet high standards and provide efficient solutions to develop your skills. Our e-learning courses meet and exceed these requirements! These self-paced trainings are developed with the expertise of our country experts to provide employees working internationally with learning tools that easily integrate into their daily work routine with very little expense and organizational effort.

LEARNING ENVIRONMENT

The e-learning courses consist of various media components, such as texts, videos, audios, 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.
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.

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

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.

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.

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.

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.

Centralized User Management
All accounts managed from a single dashboard.

Cloud Security
Data security and user privacy is our highest priority.

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.

**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.

**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.
ASSOCIATE MEMBER

WBN

OUR CLIENTS INCLUDE

irdea
acxiom.
varian
DAIMLER
Deutsche Bank

FireEye
MCKESSON
Lam Research
TRW Automotive

BRUCKNER GROUP
MODINE Manufacturing Company

Bos
TUI
BECKER
Kessler

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