



Institute for Cross Cultural Management

Florida Institute of Technology

Culturally Competent Business: The Secret for Success in the Global Economy

Dr. Richard Griffith
Executive Director

Institute for Cross-Cultural Management
Florida Institute of Technology



Institute for Cross Cultural Management

Florida Institute of Technology

Introduction

- Richard Griffith, Ph.D.
- Executive Director, ICCM
- Florida Institute of Technology
- Melbourne, Florida



Overview

- Globalization
- Brazilian business with the US and Florida
- Understand the impact of culture on business
- Develop better strategy, leaders, and people in your organization











Globalization

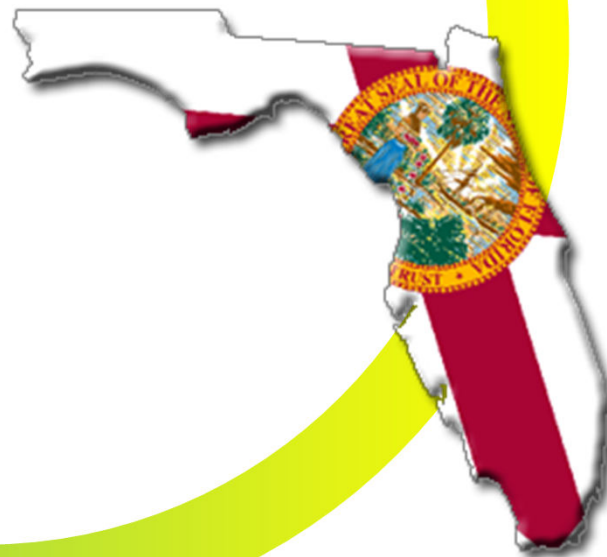






Institute for Cross Cultural Management

Florida Institute of Technology



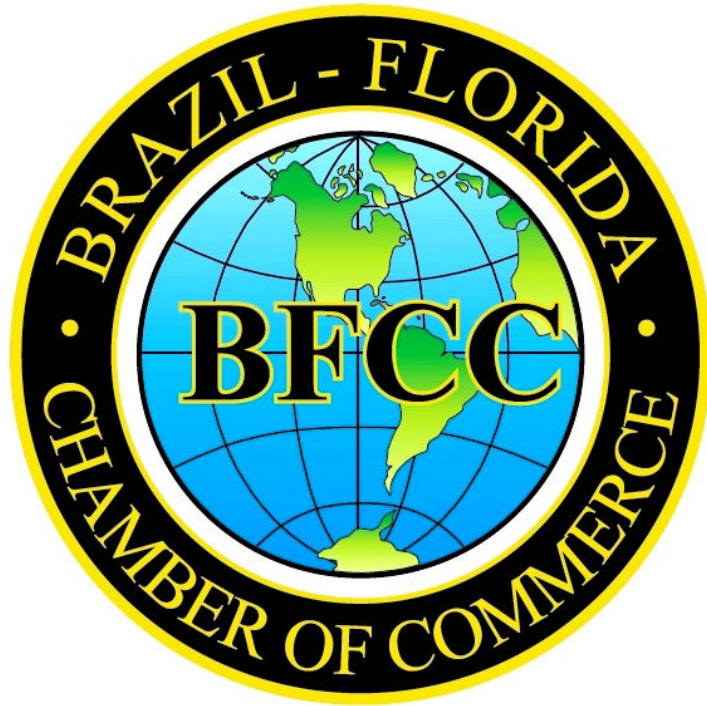


- Florida - top U.S. vacation destination for Brazilians
- 1.8 million Brazilians visited the United States
- Most of them will travel to Florida
- Will spend \$6 billion on U.S. travel and tourism



- Brazil is Florida's largest export trading partner
- \$20.5 billion in trade
- Many Brazilian companies call Florida home
- Brazilians second largest group of international students at FIT







Culture



Silent
Language



Institute for Cross Cultural Management

Florida Institute of Technology

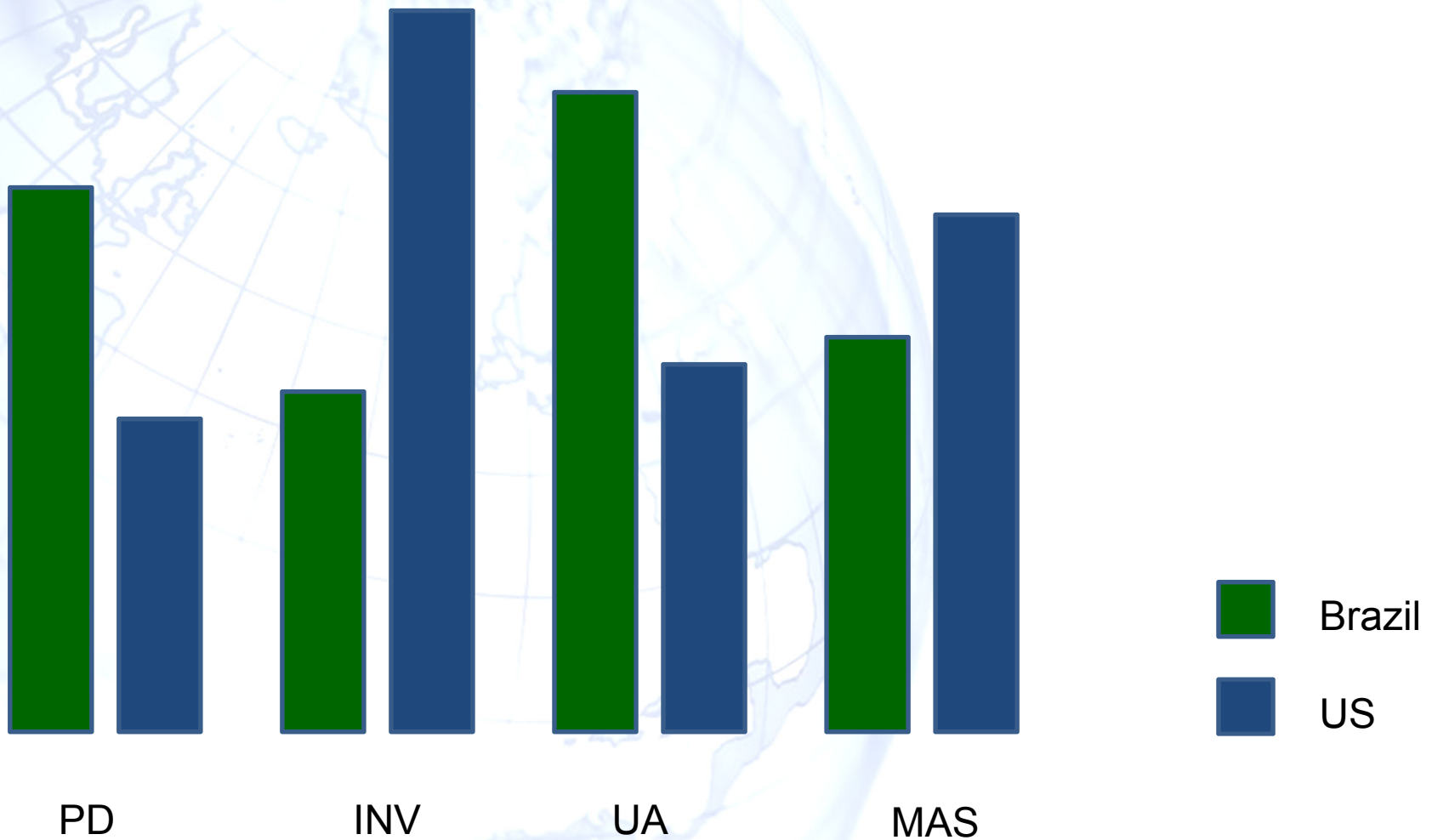
Cultural Dimensions

- Power Distance
- Individualism/Collectivism
- Uncertainty Avoidance
- Masculinity/Femininity





US and Brazil





Potential Conflicts with US Business Culture

- Task orientation
- Fixation on time and planning
- Focus on hierarchy and status
- Intense competition and risk



Institute for Cross Cultural Management

Florida Institute of Technology

Culture & Business?

- How can cultural awareness improve your business?
- Develop your Strategy
- Develop your Leadership
- Develop your People



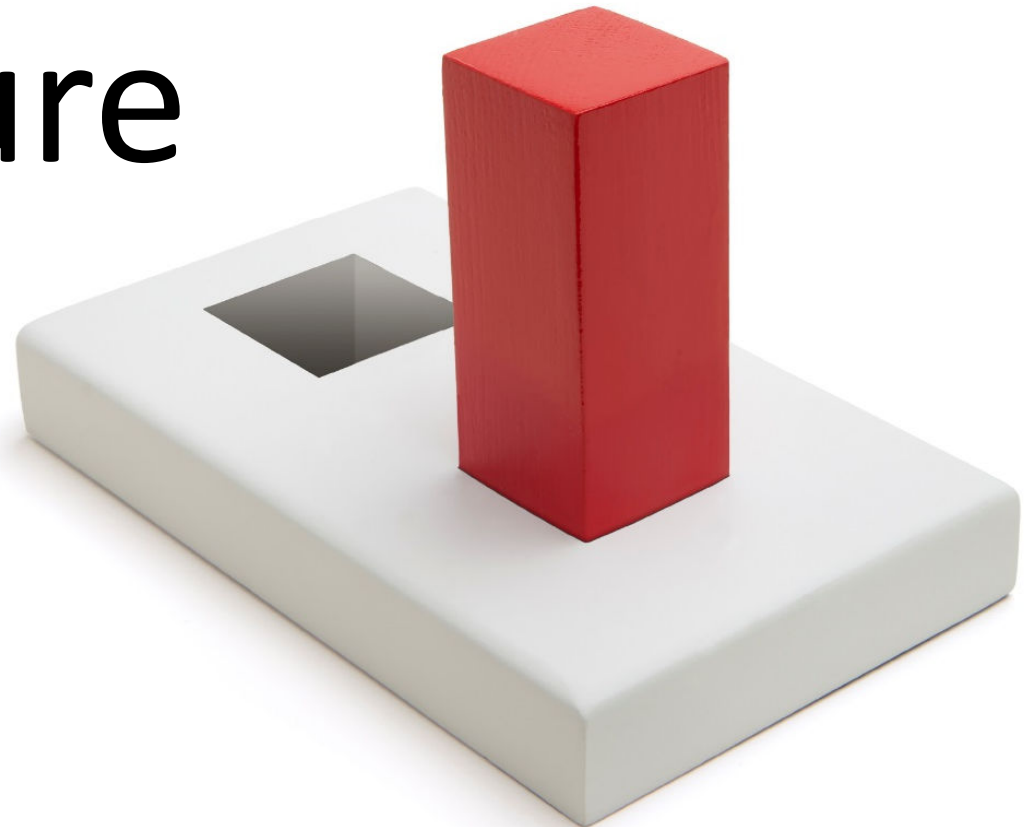


- Strategy often set at home and applied abroad
- May not align with the cultural context
- Mergers and acquisitions
- Cultural due diligence, but at a national level

Align Strategy

with

Culture



Develop
Global
Leaders









Institute for Cross Cultural Management

Florida Institute of Technology

What do Global Leaders do?

- Question their own actions and assumptions
- Seek and engage in learning opportunities
- Develop network of local “radar”
- Frame shifting & style shifting

Balance







Institute for Cross Cultural Management

Florida Institute of Technology

How do we Develop Global Leaders?

- 70-20-10 – for 10 years!
- Coaching and mentoring
- Action learning
- Stretch Assignments

Develop your People





Florida Institute of Technology

Institute for Cross Cultural Management



Cultural Competence

Cross Cultural Competence (3C)

A set of behaviors, skills, knowledge, and attitudes that enable people to work effectively in international situations

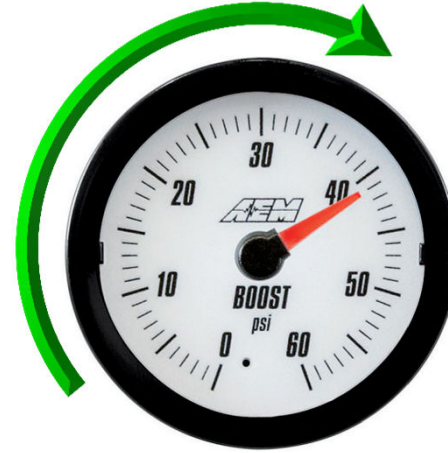


Florida Institute of Technology

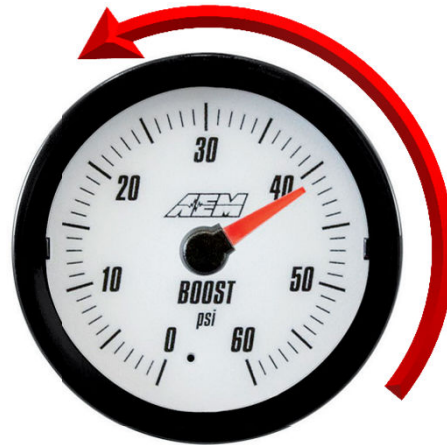
Institute for Cross Cultural Management



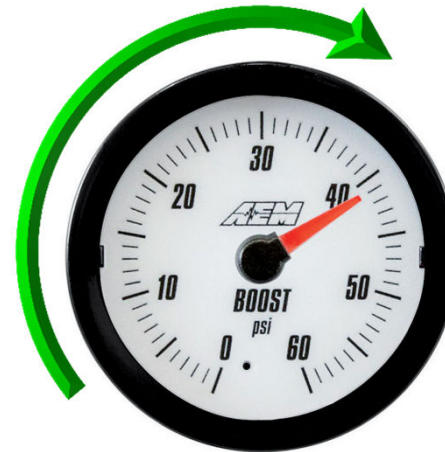
Time & Costs



Innovation



Risk



Global Brand



3-C Learning Model

- Understand self (e.g. personality)
- Cultural awareness-own culture
- Understand other cultures
- Practice navigating cultural challenges

Start Early











Review

- Globalization
- Brazilian business with the US and Florida
- Understanding culture
- Develop better strategy, leaders, and people in your organization



Adapt.
Prepare.
Prosper.



Institute for Cross Cultural Management

Florida Institute of Technology



Obrigado !

Dr. Richard Griffith
Executive Director, ICCM

griffith@fit.edu

www.iccmglobal.com