

Helping corporations master the challenges of doing business in other countries and cultures



How? Through effective and targeted training.

Too many companies have tried to do business in other countries and cultures but have failed miserably. Success stories are few and far between. Why? Because they did not do their homework properly. Most small and medium-sized companies have not even ventured into other markets because of what seem insurmountable difficulties. This is where PSD Global can help.

We offer a wide range and variety of cross-cultural training:

- Training that is based on years of experience of living and working in numerous countries and different cultures, as well as long years of focused study;
- Training tailored to the needs of individual managers or groups of company employees – so not just training in only one take-it-or-leave-it form;
- Training that is in depth and multi-dimensional because it is not just a one-time experience but the start of a fascinating journey of discovery.



First, PSDGlobal offers a one-of-a-kind, in-depth solution for executives and managers asking themselves whether their people are really up to the challenges of today's international workplace:

Keynote Training

This is a half-day colloquium given by two of our facilitators with many years of experience in doing business across borders and of living and working in other countries – from Asia to Europe and from North to South America. It is a thought-provoking and finely focused seminar to sensitize staff to the challenges of today's international workplace. For a few hours participants are immersed in the viewpoints of other cultures; they take off their own cultural spectacles and learn to view the world through the eyes of other cultures.

PSDGlobal also has a complete program of cross-cultural training in a variety of forms catering to the particular needs of our clients as identified in an initial needs analysis:

Presence Training

This is the familiar type of face-to-face seminar at a convenient location for the participants and of a duration agreed with the company. The PSD Global facilitators have run many such seminars both here in the United States and also in other countries around the world.

Distance Training

These are supervised and individually tailored digitalized seminars :

- Supervised, in that "distance facilitators" are on hand via email, phone and/or video conference calls at frequent guaranteed set time periods;
- Individually tailored to the needs of the company and of the individual participants as well to provide the best insights into the culture of the targeted country.

The advantage of digitalized training is that it allows the participants to work both at their own speed and rhythm and also at their individual best learning times - to accommodate both the "early birds" and the "owls" among them.

Both Presence and Distance Training include supervised pre-seminar reading and preparatory work and post-seminar guidance and appraisal. The managers of the individual participants are also directly involved from the outset before, during and after the training at set and mutually agreed intervals.

Hands-On Study Tours

The tours are tailored entirely to address exactly company needs and concerns. For companies this is a new and novel approach in which we have acquired considerable expertise since the year 2000; it offers an economically attractive intensive introduction to countries and their markets for select members of a corporate team.

The Study Tours are planned well in advance and to the last detail so as to exactly meet the needs of the company in question. They include targeted sightseeing, visits to appropriate companies of interest and introductory lectures/talks by local, target-country experts, and other components specifically addressing company needs..

Our training helps

- American corporations work successfully and confidently in other countries and cultures
- Non-American companies operate with the same success and confidence here in the United States
- Corporations or corporate organizations from different cultures work together efficiently, effectively and thus successfully in achieving their desired results.