

ICCM.

CULTURAL RISK ANALYSIS



ADAPT. PREPARE. PROSPER.

Organizations don't need to know about national culture for culture's sake; they have strategies to drive and objectives to achieve. But on occasion the chosen strategy doesn't align with the cultural context. In those instances the endeavor will fail because it will be met with too much cultural resistance. ICCM will provide targeted analysis based on your company's strategies and objectives to make sure the goals and implementation plan make sense in the cultural context you wish you operate. We use our Third Eye process to provide a detailed analysis of the fit between your company, your business initiatives, and the culture in which you are choosing to conduct

operations. By calibrating your strategy to the region, you and your company can focus on the data you are familiar with and prosper accordingly. Let us work with your management team today to reduce your risk and ensure the decisions that are driving your business make cultural sense.

OBJECTIVES

1. Make more informed decisions regarding global strategic initiatives
2. Identify cultural dynamics that impact your international business success rate
3. Align your strategy with cultural expectations and regional norms

RESULTS

1. Reduced time, costs, and risk in international business
2. Reduced ambiguity, uncertainty, and volatility
3. Predictable transition from strategy to operations with less late night emergency calls

LOGISTICS

1. Meet with your senior executives to gain an understanding of your strategy and operations
2. Prepare a detailed report using our Third Eye research process
3. Present our report and recommendations

REGISTRATION & INFORMATION:
ICCMGLOBAL.COM • ICCM@FIT.EDU

**ALL PROGRAMS ARE DESIGNED
AND TAILORED TO MEET THE
SPECIFIC NEEDS OF YOUR
ORGANIZATION.**



Florida Institute of Technology
Institute for Cross Cultural Management

The Third Eye Process

Providing cultural tools that help you make better decisions.

Investigation

We use precise scientific methods to accumulate intellectual capital and ask informed questions to understand our clients' cultural problems and predict outcomes.



Integration

We leverage our real-world experience and insights to understand the unique challenges of our clients and to develop customized targeted solutions.

Internalization

We use a human-centered approach that moves beyond simply providing information, enabling global leaders to eliminate anxiety, become more comfortable with complex cultural situations, and intuitively solve problems.

REGISTRATION & INFORMATION:
ICCMGLOBAL.COM • ICCM@FIT.EDU



Florida Institute of Technology
Institute for Cross Cultural Management

**TRAINING PROGRAMS ARE
DESIGNED AND TAILORED TO
ACHIEVE LEARNING GOALS THAT
MEET THE SPECIFIC INSTRUCTIONAL
NEEDS OF AN ORGANIZATION.**