



Great Ideas Conference
*Globalization Strategies:
Proven Ingredients for Success*



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International
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Connecting Great Ideas and Great People

Session Agenda

- Presentation: Benefits of Integrating Global Thinking; Developing your Global perspectives; Strategies to globalize products and services
- Small Group Discussion: What works and why? How can you customize ideas to your association?
- Plenary Discussion: What have we learned that we can take forward?



Session Objectives

- Objective 1: Discover ideas on how engaging internationally can help strengthen other aspects of your association's operations. Get your association's 'out-of-the-box' thinking going through developing your global perspectives.



Session Objectives

- Objective 2: Understand the key ingredients to successfully globalize the mindset of staff and volunteers, and how to work with multicultural groups.
- Objective 3: Learn about proven strategies to globalize membership services, certification programs, conferences.



Sample Discussion Questions

- Take one or two ideas presented and show how you could use something similar in your association. How would you need to customize/adapt it?
- What ideas do you have or have worked in your organization that you can share? Why have they worked?
- Who from your association should be in a session like this? How can you get the messages to them?
- What do you wish ASAE could offer to assist with your globalization needs?



Checklist For Increasing your Association's Global mindset

- Be clear about what you are trying to accomplish and make sure you can articulate it to different audiences.
- Develop a strategy for increasing association-wide awareness and capabilities. Who should be involved? What specific actions will you take? What internal communication needs to be fostered?
- Develop strategies for maintaining and increasing the commitment. How will you expand your internal constituency?
- Identify 'success measures'. How will you know that you are making progress? How can you communicate it?
- Always be looking for ways to bring in international perspectives and demonstrating their value to the association.
- Hang a sign in your office that asks "What did I do to increase my association's global mindset today"?



Internet Resources

- Address formats: <http://www.bitboost.com/ref/international-address-formats.html#Formats>
- ASAE and the Center:
<http://www.asaecenter.org/resources/International.cfm>
- Business etiquette: <http://www.cyborlink.com/besite/Default.asp>
- CIA - The World Factbook:
<http://www.odci.gov/cia/publications/factbook/index.html>
- Country profiles:
http://www.theodora.com/wfb/abc_world_fact_book.html
- Cross-cultural tips: <http://getcustoms.com/2004GTC/index.html>
CultureGrams for over 200 countries culturegrams.com;
State Department Background Notes
<http://www.state.gov/r/pa/ei/bgn/>
- Currency conversions: <http://www.xe.com/ucc/>



Internet Resources

- European Union -Europa <http://www.europa.eu.int/>
- Flags of all countries: <http://www.theodora.com/flags.html>
- Internet country codes:
http://www.webopedia.com/quick_ref/topleveldomains/countrycodeA-E.asp
- Languages: www.infoplease.com/ipa/A0855611.html
- Legal: International Center for Nonprofit Law <http://www.icnl.org>
- Managing an association in the international arena
<http://www.goinginternational.com>
- Postal codes: <http://www.grcdi.nl/linkspc.htm>
- Translations: <http://babelfish.altavista.com/translate.dyn>
- Travel warnings(US State Dept.)
<http://travel.state.gov/travel/warnings.html>
- World clock: <http://www2.telstraclear.co.nz/online-tools/world-clock/>



Internet Resources

- World clock time zones:
<http://www.timeanddate.com/worldclock/converter.html>
<http://www.worldtimezones.com/>
- World clock meeting planner:
<http://www.timeanddate.com/worldclock/meeting.html>
- World holidays: www.bank-holidays.com
- World travel document requirements:
<http://www.traveldocs.com/index.htm>
<http://www.cibt.com/cibt2005/home.aspx>
- World telephone numbering guide:
<http://kropla.com/dialcode.htm>
- World electrical information:
<http://www.voltagevalet.com/country.html>



Publications

- Axtell, Roger E. *Do's and Taboos Around The World*. Wiley. 1993.
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- Gardenswartz, Lee and Anita Rowe, *The Global Diversity Desk Reference*, Pfeiffer. 2003.
- Glassie, Jefferson, *International Legal Issues for Nonprofit Organizations*, ASAE, 1999
- Koenig, Bonnie, *Going Global for the Greater Good: Succeeding as a Nonprofit in the International Environment*, Jossey-Bass/Wiley, 2004
- Svevo-Cianci, Kimberly, *Association and the Global Marketplace: Profiles of Success*, ASAE, 1995
- Zweifel, Thomas, *Culture Clash: Managing the High Performance Team*, Select Books, 2003



Notes



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