GLOBESMART PROFILE℠

Aperian GLOBAL

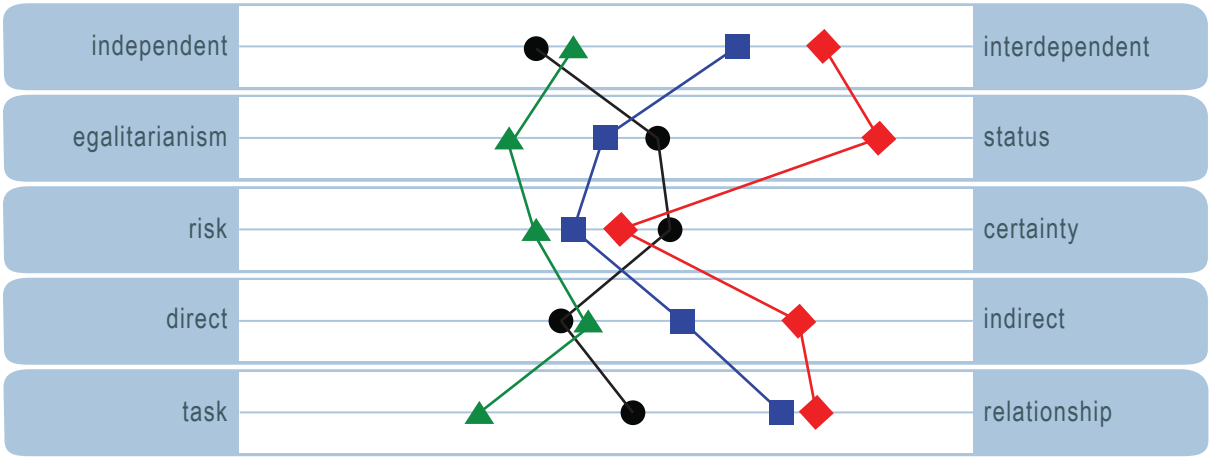
The *GlobeSmart Profile* is an online cultural inventory that enables individuals to discover and compare their own unique work-styles across five dimensions of culture and get advice on how to work more effectively with other countries, colleagues and teams.

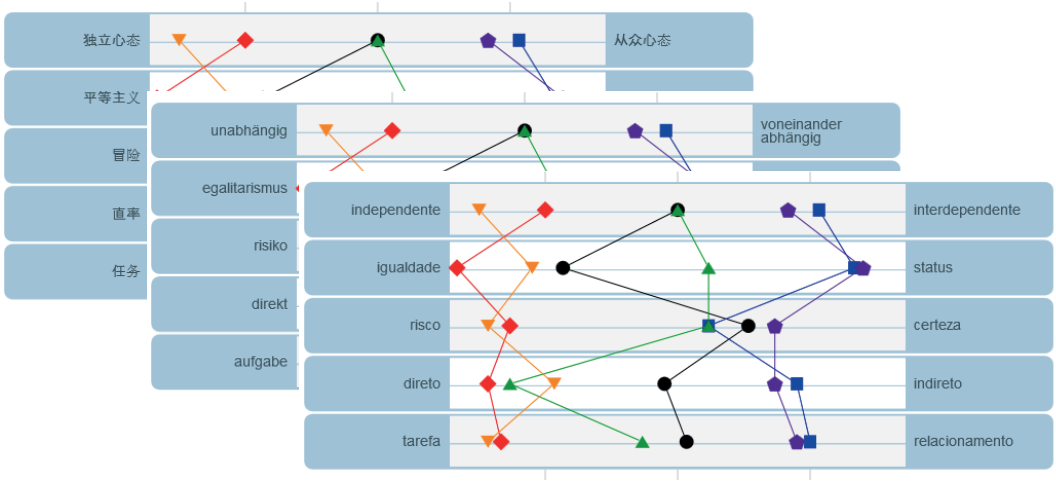
Minimize misunderstandings. Maximize success.

When differing work-styles collide, frustration can result. The *GlobeSmart Profile* identifies these differences and provides concrete strategies proven to address potential conflicts and pave the way for increased business success.

Benefit from the power of one of the strongest cultural inventories in the market.

The *GlobeSmart Profile* uses data from industry-leading cross-cultural researchers and Aperian Global associates around the world, so users can feel confident they're getting a valuable resource they can trust. Over 800,000 people have chosen the GlobeSmart Profile as a resource to support their global business interactions.





The *GlobeSmart Profile* is available in 13 languages: Arabic, Chinese, Danish, Dutch, English, French, German, Japanese, Korean, Portuguese, Russian, Spanish, and Thai.

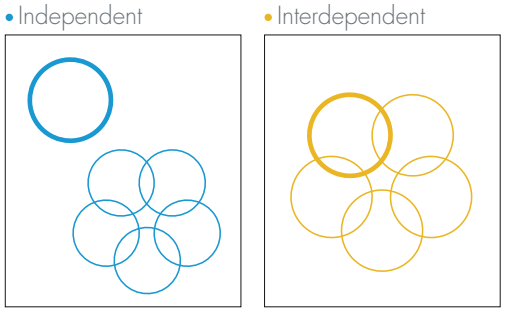
© Aperian Global

GLOBESMART PROFILE℠

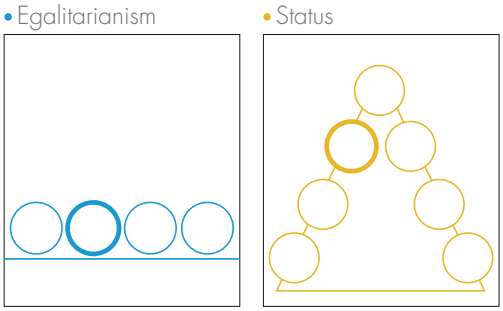
How it works

It begins with a short survey, which is used to create a personal profile, based on five dimensions of culture:

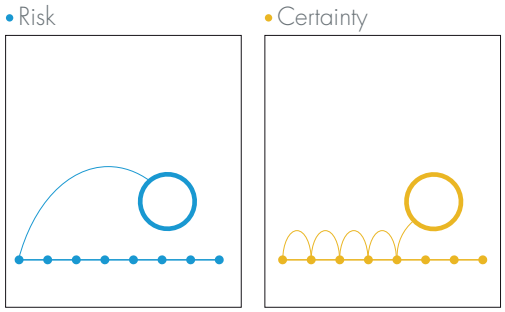
Independent/Interdependent



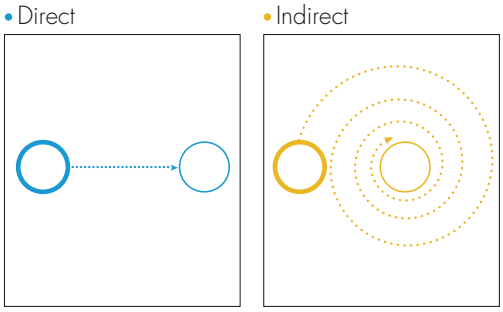
Egalitarianism/Status



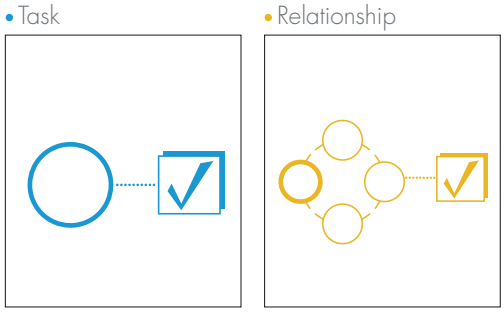
Risk/Certainty



Direct/Indirect



Task/Relationship



The *GlobeSmart Profile* then delivers extensive, dynamically generated advice for how to be most effective when working with the styles of the culture or colleagues selected. Users can also gain a better understanding of their own unique team dynamics by reviewing their team profile, based on an average of the profiles of all team members.

Enhanced content makes results more meaningful

Users can also watch short vignettes that depict people from various ends of the work preference continuum interacting with one another, enabling them to more fully understand the meaning of their profiles & how those profiles might look in the real world.

Certification is also available for in-house trainers and learning consultants who wish to use the *GlobeSmart Profile* within their own training programs.

For additional information: contactus@aperianglobal.com

© Aperian Global