



Visible aspects of culture are just the tip of the iceberg!

Invisible dimensions of culture, buried beneath the surface, most influence the way we work and interact together. An effective cross-cultural training program goes one step further than the discussion of cultural values and discusses how these differences in assumptions and values impact daily work. For example, what are the differences in decision making between Germany and Japan? How do you motivate employees in the U.S. and China? How do you delegate work in France and Germany? What are the differences in decision making between the US and Japan? An effective program delves into how these differences impact business practices and how best to manage business across cultures. Our programs are customized to meet your specific needs, ensuring the best outcome for your business.

- Are your employees working and managing effectively in the global arena?
- Are you maximizing the outcomes of your communications, negotiations, and relationships with your global employees, vendors, clients, and business partners?
- Are your global and virtual teams working to the highest level of their potential to drive business across cultures and borders?

"Definitely would recommend. Very organized and responsive in meeting preparation needs, excellent content and warm delivery at event."

-Thomson Prometric, Leadership Conference, Keynote

WE EXIST TO DELIVER VALUE TO YOU

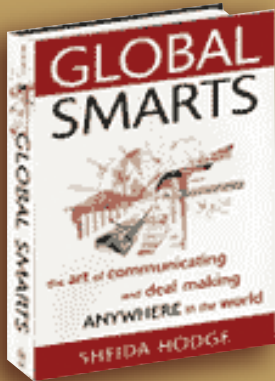
We help corporate executives succeed when doing business across cultures by providing them the *most relevant, practical, and up-to-date knowledge and tools*. We partner with a worldwide network of cultural and organizational experts to provide coaching and consulting services that simplify the complexities and nuances of international business and deliver solutions that improve the productivity of your employees. We customize to provide services that are *just in time, just for you and just where you need it*. Our method delivers knowledge that is immediately relevant and directly tied to performance goals. Our approach will make your employees more productive and your company more competitive.

"Sheida provided an incredible training for our customer-facing personnel and customized the presentation that maximized our education in a compressed timeframe. She was engaging, insightful, thorough, and thought-provoking. I would highly recommend her services to any organization that is challenged in working with culturally diverse customers or team members."

-David Cox, General Manager, Greabel Mobility Inc.

"Hi Sheida - Thank you for your excellent presentation at the International Trademark Association Conference in Berlin. I received numerous compliments, one after the other, about your topic and your presentation style all wonderful compliments, of course. I do wish we had more time for you to talk, but you did an excellent job in such a short time period. You definitely covered everything we'd discussed."

Rhonda Hetman, Circle R. Trademark Services



“I teach a college course on cross-cultural business, and I have used this book as one of my textbooks for the past 2 years. It is an engaging, practical, non-theoretical, hands-on description of the effect of culture on business practices, with plenty of stories from real-life people and pragmatic advice. I assign a chapter a week, and there is more than enough in 1 chapter to spend an entire week of class on, even though the chapters are not very long. My students love it!”

“My professor assigned this book as our cross cultural text book. Definitely a good read. It completely changed my point of view on many aspects of international business, and made me more passionate about my major.”

We invite you to try our services and experience the HIA difference.

HODGE INTERNATIONAL ADVISORS TRAINING PROGRAMS

- Pre-Departure/Post-Arrival Career Management and Family Adjustment
- Working and Communicating in a Multicultural Business Environment
- Effective Global Teams
- Dynamic Cross-Cultural Communication
- Global Diversity/Successful Intercultural Management
- Global Leadership Skills
- Global Negotiating Skills
- Country Specific Programs
- Train-the-Trainer for Corporate Cross-Cultural Coaches and Trainers



Sheida Hodge is an internationally recognized expert on cross-cultural communication, negotiation, global diversity and intercultural management with 25 years of experience. She has authored a book: *Global Smarts: The Art of Communicating and Deal Making Anywhere in the World* published by John Wiley & Sons. Sheida started her career with General Electric, where she gained invaluable experience in the area of international business development. More recently, she led Berlitz International's Cultural Consulting Division as their Worldwide

Director. Ms. Hodge has presented at conferences and conducted seminars in Japan, China, Singapore, Hong Kong, Malaysia, Thailand, France, U.K., Germany, Portugal, Hungary, Italy, the Netherlands, Belgium, Austria, Mexico, Brazil and the United States. Through her first hand corporate experience, and frequent international consulting, Ms. Hodge's broad perspective delivers a comprehensive and effective approach to conducting business in the global arena.

“I just wanted you to know what a “hit” your presentation was. The feedback I received used words such as dynamic, outstanding, incredible and first-rate. Everyone agreed that you focused your presentation to meld perfectly with the theme of the conference. If there was a complaint it was that people wished the workshop was even longer – a complaint I’ll take any day! I think we presented an important program – one that people are still talking about. Many thanks again, Sheida. Your participation helped to ensure that our conference was a big success!”

-Executive Director, Hauppauge Industrial Associations

Your Resource For Success

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