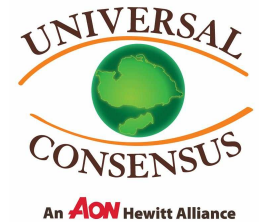


GLOBAL CHALLENGES SURVEY

Understanding the priorities of the marketplace



GLOBAL BUSINESS

The Universal Consensus global challenges survey was administered to over 200 executives, managers and business leaders in an effort to determine the global mindset of businesses when it comes to various business aspects such as leadership, team effectiveness, international mergers and acquisitions, customer service, international assignments, performance evaluation, and company-wide initiatives and processes.

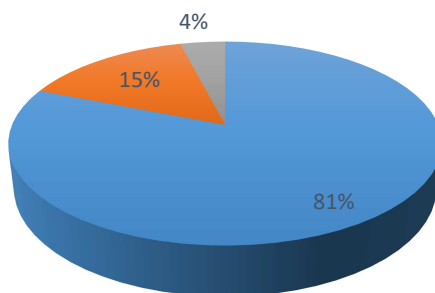
The Importance of Tangible Benefits

From a preliminary analysis of the responses we find the data conforming to the sentiments we see on the ground. 84% of the respondents strongly agree that international mergers and acquisitions, expansions, or joint ventures

require cultural competence while 81% of the respondents strongly agree that customer service training is a 'must have' when interacting with international stakeholders. The importance of building competence in these two aspects of business directly coincides with the volume of projects Universal Consensus receives in Global expansion and customer service, especially between divergent cultures such as the U.S. and Asia.

Customer Service Training

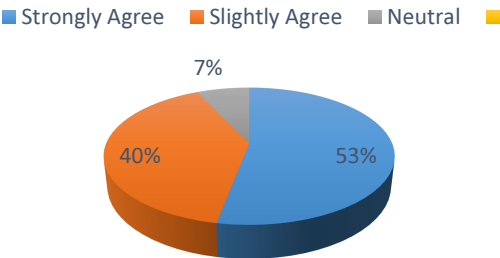
■ Strongly Agree ■ Slightly Agree ■ Neutral



The Chasm of Intangibles

The survey analysis also shows that 10% of the respondents were neutral and 30% only slightly agreed to the importance of professional development in international relocation, assignments or collaboration. As expected, professional development is not as important as customer satisfaction or growth. This is a typical oversight by businesses as the perceived benefits are ‘soft’ or intangible. We see similar responses regarding the importance of cultural neutrality of company-wide initiatives, which are typically programs involving employee wellness, diversity and inclusion, and other benefits programs. These programs are perceived to have no direct impact on the bottom line. On the contrary, our experience in this field indicates that these intangible skills and initiatives can indeed be translated into increased profits and reduced costs and risks in the long run.

Virtual Team Synergy



The analysis of the survey surprisingly shows that almost 47% of the respondents were neutral or only slightly agreed with the importance of synergy between virtual teams. Many organizations are averse to virtual teams due to perceived low productivity and effectiveness. Companies would rather opt for relocation, which costs time, money, and risk due to increased complexity. This approach is typical of a result-oriented mindset. Setting up global protocol and competence to improve synergy between virtual teams is becoming increasingly important in today’s global companies.

INTANGIBLES

