



glommunication™

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Communicate in a Global World

what is the Glommunication?



in our globalized world,  
cross-cultural contacts are  
permanent & inevitable:  
colleagues, prospects,  
customers, suppliers,  
stakeholders,...



cultural diversity  
imposes very  
variable codes  
of behaviour





culture differences **frequently** create misunderstandings, incomprehension, shocks and may drive to **failures**



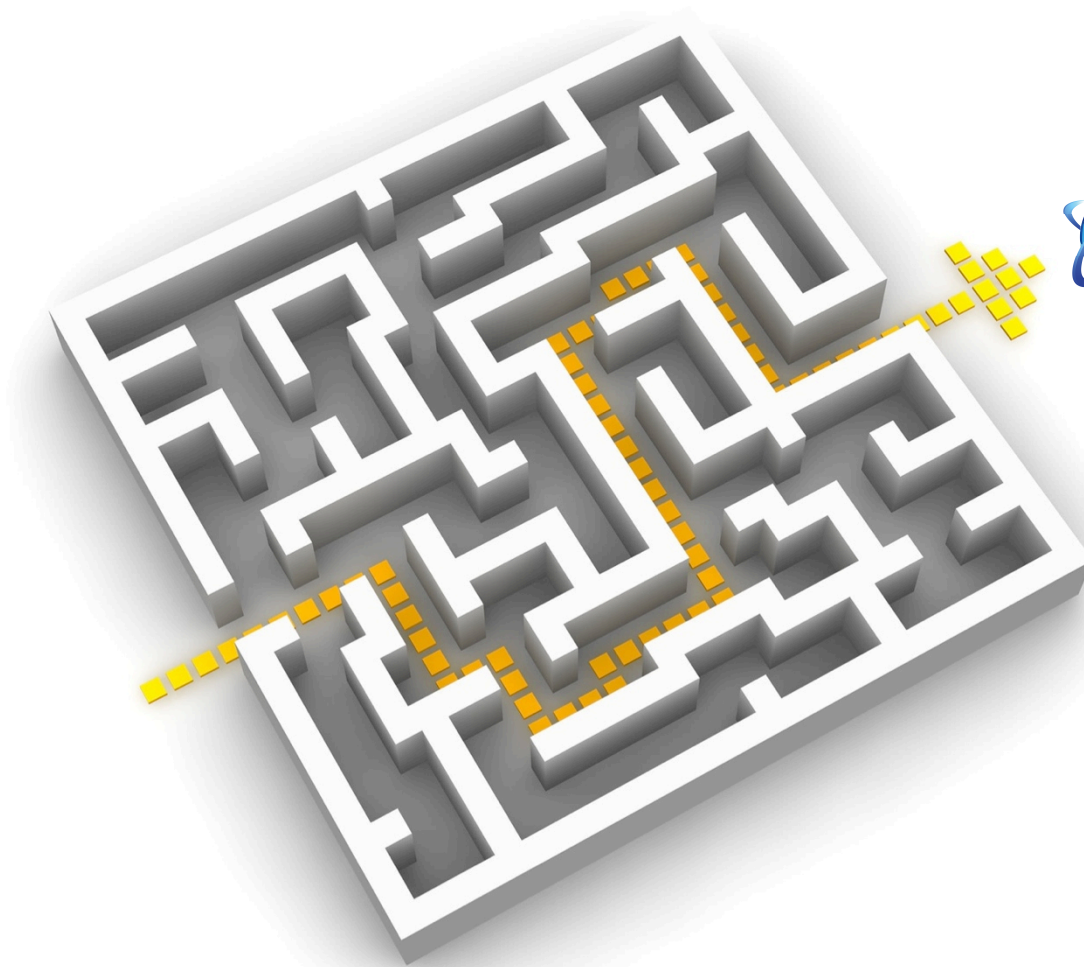
what can the  
Glommunication  
do for you?

**Glommunication** is an innovative method to communicate more effectively in a multicultural environment. It opens new paths to understand and adapt to cultural differences, in a quick, easy and smart way.



bridging cultures

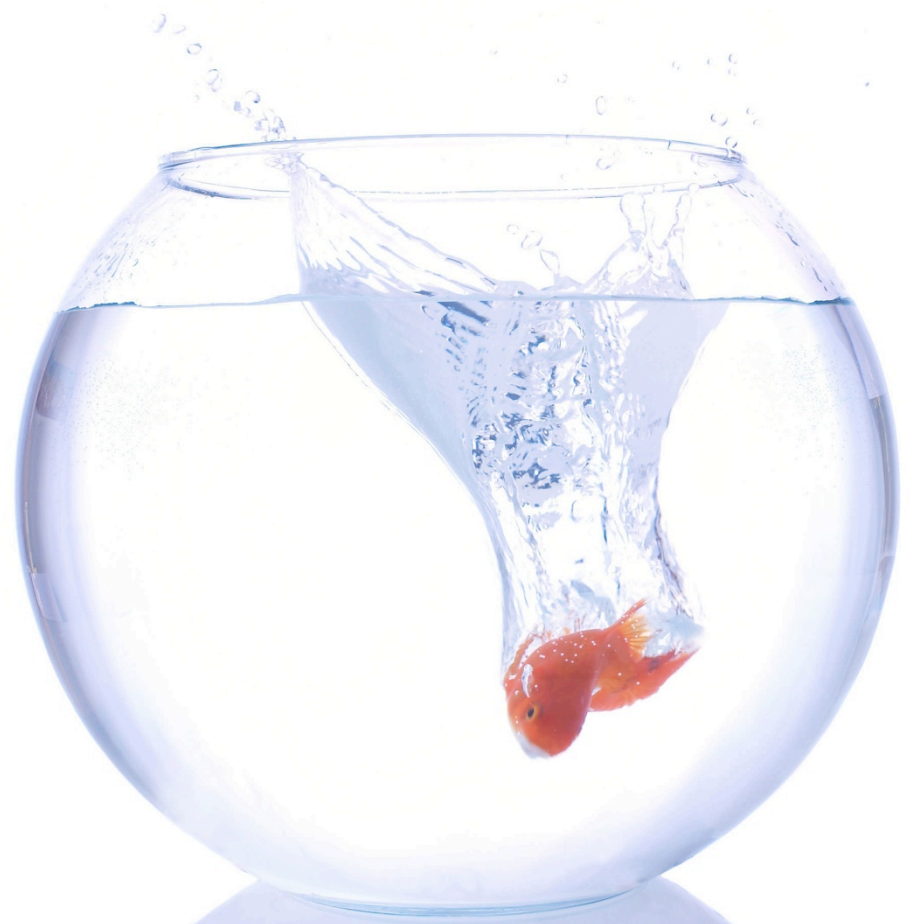
# Glommunication is a global cross-cultural communication guideline



glommunication™  
Communicate in a Global World



Glommunication  
helps jumping to  
different cultural worlds



Glommunication  
helps overcoming  
cultural obstacles



Glommunication  
boots  
your business  
around  
the world





# Glommunication facilitates international negotiations





Glommunication  
helps making a  
strong first  
impression





Glommunication  
helps developing  
harmony &  
communication in  
multicultural teams



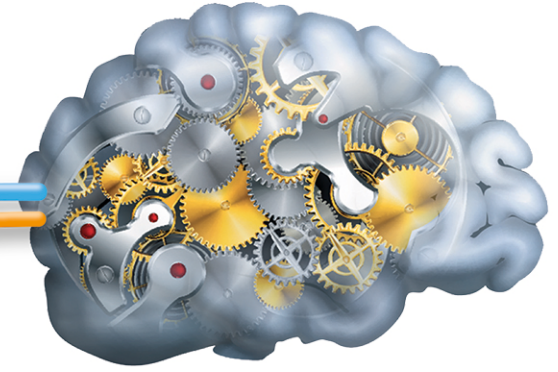


Glommunication  
helps avoiding  
cultural  
maladroitness  
& fatal mistakes

understand / able to communicate effectively

Glommunication helps

- getting around the danger zone
- facilitating and accelerating adaptation



danger zone  
critical period

understanding another culture  
requires a learning period, during  
which the error's risk is very high

time

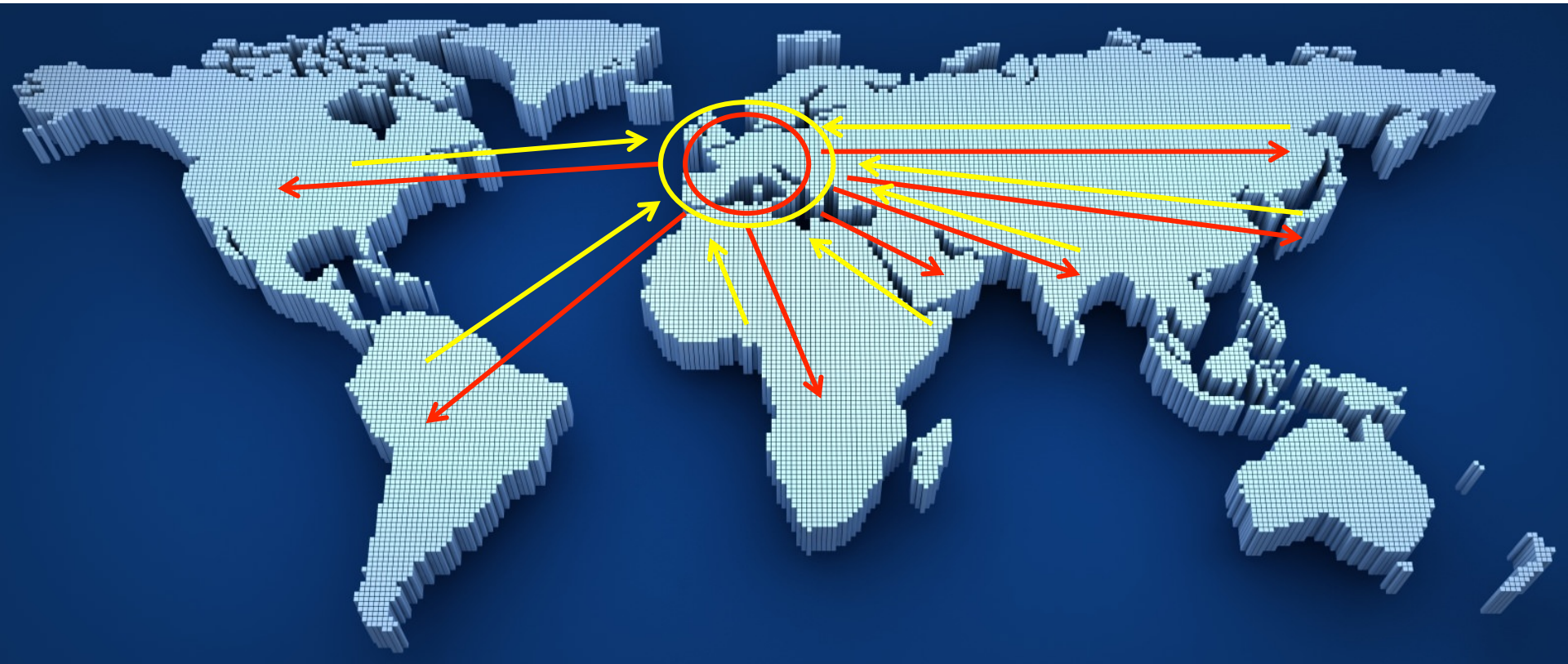
what are the  
Glommunication services?





communicate  
better with  
European cultures

# from & to Europe



bridging Europe to other continents

# fly over cultures

*discover cultural intelligence*

group or individual

1



understand how cultures  
influence behaviours

uncover hidden culture rules

boost cross-cultural  
communication skills



# survive series

*survive to cultural shocks, in various parts of the world*

group or individual

2



Belgian cultures

European cultures

US cultures

Asian cultures

Indian cultures

African cultures

Middle East cultures

# survive to expatriation

*avoid the feeling of being sent to hell. You land in heaven*

group or individual

3



how how to prepare  
for and manage  
cultural shocks more  
easily

how to transform  
expatriation into a  
stimulating and  
rewarding challenge

# successful international negotiation

*negotiate in various cultural contexts*

group or individual



be prepared for  
international negotiations

avoid main cultural pitfalls

obtain better results



# land in a culture

*get ready for immediate action*

group or individual

5



communicate better &  
quicker with a specific culture

reduce risk to make costly  
mistakes

feel faster at ease with a  
different culture

# manage cultural diversity

*cultural diversity can be an important source of enrichment and collective well-being*

6



avoid misunderstandings,  
frustrations and conflicts  
between employees,  
departments, subsidiaries,  
...

transform cultural  
differences into a  
source of productivity and  
profitability

# Glommunication offers the support of a network of experienced businesspersons

multicultural managers with expatriate experience,  
multilingual, and able to bridge cultures





your cross-cultural help button



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