



Executive Blueprints

~ Blueprints for success ~

AGENDA

Trans-Cultural Integration

February 3, 2006

9:00 a.m. – 4:30 p.m.

Laguna Cliffs Marriott Resort & Spa
25135 Park Lantern
Dana Point, California 92629

9:00 a.m. – 10:00 a.m.	BIG Business, International Corporations Understanding and Maturing Corporate Cultures Domestic to Ethnocentric International International to Polycentric Multinational Multinational to Regiocentric Multiregional Multiregional to Geocentric Global	<i>Maggie Merante John Mehrmann</i>
10:00 a.m. – 11:00 a.m.	Small to Medium Business The International Challenge, The World is Flat Local Market to Regional Expansion Recognizing and Bridging Business Cultural Gaps When the Fast and the Furious meets Big Iron Defining Your Own Culture	<i>Louis W. Mehrmann</i>
11:00 a.m. - noon	Ethnocentric Integration Business with Japan Business with China Business with India Business with Latin America Business with EMEA	<i>Maggie Merante</i>
1:00 p.m. – 2:45 p.m.	Negotiations What's In It for Me Who's Coming to the Table What does 'Yes' really mean Accountability and Contingency Checklist for Successful Negotiations	<i>Louis W. Mehrmann</i>
3:00 p.m. – 4:30 p.m.	Mergers, Acquisitions and Partners What makes a successfully integrated relationship Defining a common culture Measurements, Goals and Discipline Recognition, Rewards and Contingency Bottom Line Results	<i>John Mehrmann</i>
4:30 p.m. -	Wrap-up Q&A Panel, Open Discussion * Private Consultation or Follow-up also available	<i>Panel</i>

* Note – Lunch and Parking are not included in admission to the Workshop, available for purchase from Marriott