



# GLOBE<sup>®</sup>

## *Global Leadership Opportunities for Business Executives*

Preparing Kansas City Executives for Global Engagement

*Presented by the:*

### WORLD TRADE CENTER

*Greater Kansas City Chamber of Commerce*



In 1997 under the leadership of Harry Cleberg, CEO of Farmland Foods, the Greater Kansas City Chamber of Commerce recognized the need to develop an international executive business leadership program under its World Trade Center brand. Now recruiting for its 13th year, this signature program provides a forum where business, government and community champions deliver key strategies illustrating international best business practices.

Executive leadership development is crucial to expanding one's international trade networks to better manage and direct global teams. Consider your executive participation in the region's premiere international training and education program, GLOBE.

#### **Key Outcomes Learned:**

- Challenges and opportunities facing global business executives today
- A greater awareness of global shifts affecting world markets
- Strategies to respond more effectively to managing and directing global teams
- Legislative and regulatory issues that impact abilities to conduct global business
- Global strategies/trends from corporate and small business executives in industries key to Kansas City's economy
- What tools and resources exist to establish and maintain global business partnerships

*Thank You to Our  
World Trade Center  
International Investors*



ARMADA



PARK UNIVERSITY



The University of Kansas

### GLOBE FACTS FOR 2010:

- 96% of the world's population live outside U.S. borders
- Each day the United States conducts nearly \$11 billion in trade and 97% of the U.S. exports are from small to medium-sized businesses
- Key exports from the states of Missouri and Kansas include transportation equipment, chemical and machinery products, computers and electronics and processed foods
- Over 200 graduates have participated in the GLOBE program
- GLOBE XVIII joins the 2010 Partnership Mission May 19-27, 2010 Bangkok and Chang Mai, Thailand

# GLOBE XVIII

Strong vibrant leaders are at the core of successful organizations and for many companies, the decision to access or expand into the global marketplace makes good sense. Globally engaged executives demand expertise beyond standard business acumen. They are the catalysts for growth and they constantly look for opportunities to gain a greater understanding of the ever-changing complexity of doing business in global markets.

**COURSE CONTENT TOPICS:** Global Business Opportunities and Challenges, Strategic and Financial Partnerships, Transportation, Legal and Ethical Issues, Global and Multicultural Teamwork, Global Supply Chain Operations and Logistics, Global Industry Trends, and international resources that benefit area businesses and organizations. The World Trade Center Book Club sessions also occur during the GLOBE sessions to maximize executive engagement.

## **WHO SHOULD APPLY:**

- Executives desiring exposure to international business
- International operations staff
- Service providers such as legal, financial, marketing, logistics or transportation professionals serving international clients
- University level academic professors and administration
- CEOs of small and medium-sized businesses

**THE COMMITMENT:** Active international involvement, classroom discussion and engagement are at the heart of GLOBE'S success. Full attendance at the monthly meetings required, and participation recommended on both mission trips.

## **TUITION: \$850 for chamber members and \$1150 for non-chamber members**

Tuition includes monthly GLOBE sessions, GLOBE textbook, materials and lunches, The Innovation Conference fee, WTC Book Club price. The Partnership Mission (to Thailand) is priced separately. One \$500 GLOBE scholarship is available to a chamber small business member participant.

## **COURSE FACTS:**

- The nine-month program meets monthly on the second TUESDAY of each month beginning in March 2010
- Class Times: 8:30 a.m. -2:00 p.m. each month
- Class Dates:
  - Tuesdays, March 9; April 13;
  - May 19-27 Partnership to Thailand;
  - Tuesday, June 8; July date TBD Innovation Conference;
  - Tuesdays, August 10; September 14; and October 12

*"I highly recommend the GLOBE program to other professionals and business owners. What a great way to exchange information, gain knowledge and be on the forefront of the what is taking place in the ever-changing Global marketplace."*

**Mary Shannon**  
(GLOBE XVII alumna)  
Supplier Diversity Manager  
Hallmark Cards, Inc.

*"The GLOBE Program of the Greater Kansas City Chamber of Commerce is one of the most innovative and effective initiatives in the country. In my opinion, it just keeps getting better and better. Of particular significance is the fact that it brings together the entire community in support of international trade and business."*

**Leslie Schweitzer**  
Senior Trade Advisor  
TradeRoots  
U.S. Chamber of Commerce  
GLOBE presenter

*"The GLOBE program was an exciting way to learn how different industries interact Global, and gain a new perspective on International issues."*

**Michael Salerno**  
(GLOBE XVI alumnus)  
International Finance  
First National Bank

*"I really enjoyed the textbook, The World Is Flat. It literally flew around the world with me."*

**Christopher J. Cribb, CSW**  
(GLOBE XVI alumnus)  
GM - General Manager  
Marquee Artisan Wines

**For more information, contact Mary Pyle, (816) 374-5483 or [pyle@kcchamber.com](mailto:pyle@kcchamber.com).**