



**be.GLOBAL**

DRIVING WORLD CLASS **BUSINESS EDGE**

REDEFINING  
PROFESSIONALISM  
**FOR**  
**GLOBAL**  
COMPETITIVENESS

A LAUREATE INITIATIVE

**be.GLOBAL**

DRIVING WORLD CLASS **BUSINESS EDGE**

# **BUSINESS EDGE GLOBAL**

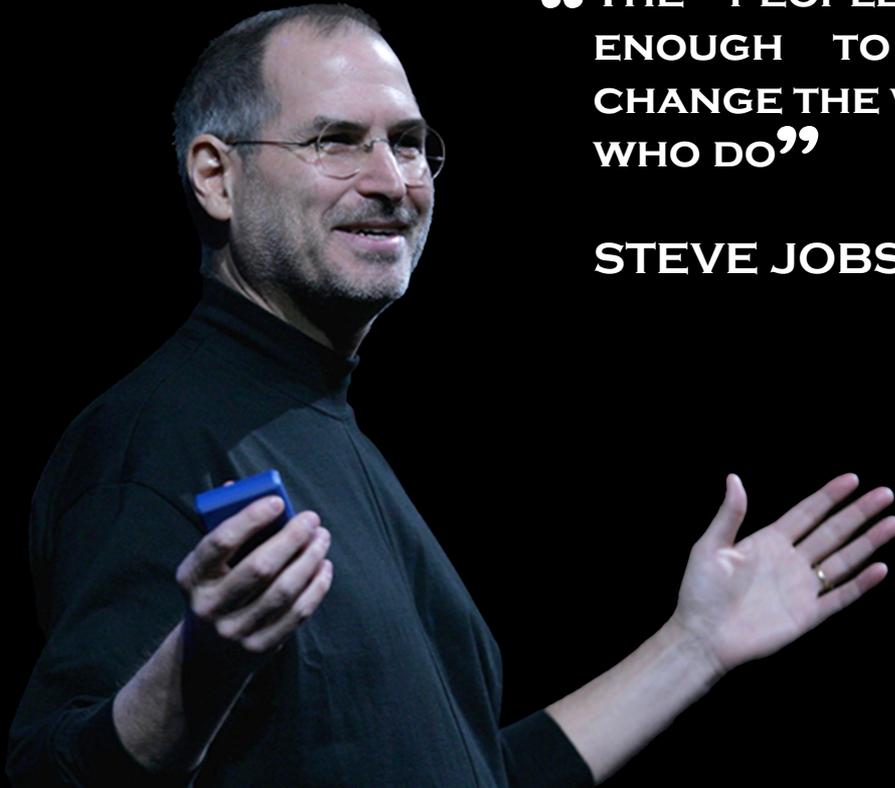
DESIGNED BY LAUREATE GLOBAL  
A GLOBAL MANAGEMENT CONSULTING FIRM WITH

**750 PROJECTS • 170 CLIENTS • 12 INDUSTRIES • 10 COUNTRIES**



**“THE PEOPLE WHO ARE CRAZY  
ENOUGH TO THINK THEY CAN  
CHANGE THE WORLD ARE THE ONES  
WHO DO”**

**STEVE JOBS**



**BUSINESS EDGE GLOBAL IS A STRATEGIC TRANSFORMATION FRAMEWORK DESIGNED TO BUILD ASSERTIVE, GLOBALLY COMPETITIVE, AND HIGH-IMPACT PROFESSIONALS.**

**BUSINESS EDGE GLOBAL EQUIPS INDIVIDUALS AND ORGANISATIONS WITH THE CLARITY, CONFIDENCE, AND COMPETENCE REQUIRED TO OPERATE AT INTERNATIONAL STANDARDS AND SUSTAIN COMPETITIVE ADVANTAGE IN A BORDERLESS BUSINESS ENVIRONMENT.**

**NEW FRONTIER IS REDEFINING LEADERSHIP FOR A GLOBAL GENERATION**

# BUSINESS EDGE GLOBAL —

## THE CHALLENGES OF NEW AGE WORKFORCE

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1. EXECUTIVES STILL DON'T CHALLENGE CLIENT ASSUMPTIONS.
2. EXECUTIVES PREFER TO FOLLOW INSTRUCTIONS INSTEAD OF CO-CREATING SOLUTIONS.
3. LOW EXECUTIVE PRESENCE IMPACTS VISIBILITY AND BUSINESS CREDIBILITY.
4. EXECUTIVE SHY AWAY FROM VOICING CONTRARY OPINIONS.
5. EXECUTIVES HESITATE TO SPEAK THEIR MIND OUT TO THE HIERARCHY.
6. EXECUTIVES LOW CROSS CULTURE UNDERSTANDING IMPACTS THEIR CREDIBILITY.



# BE GLOBAL OPERATING MODEL

01

## CONDUCT A GLOBAL CAPABILITY AUDIT

BUSINESS EDGE GLOBAL DIAGNOSTIC (2 WEEKS)  
INCLUDES 3 INDICES

1. OWNERSHIP & ACCOUNTABILITY INDEX
2. GLOBAL MINDSET & INFLUENCE INDEX
3. DECISION VELOCITY INDEX

02

## SOLUTION ROADMAP

PROPOSE A CAPABILITY BUILDING & CAPACITY ENHANCEMENT SOLUTION FOR THE WORKFORCE WHICH CAN HAVE A VISIBLE BUSINESS IMPACT.

03

## GLOBAL BUSINESS EDGE

- CODE \* **1** ASSERTIVE WORKFORCE
- CODE \* **2** GLOBALLY COMPETITIVE WORKFORCE
- CODE \* **3** VISIBLE WORKFORCE

FOLLOWED BY PRE AND POST ASSESSMENT

# ORAGANISATION TRANSFORMATION EDGE

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## TALENT GRID MAPPING

FOR SUCCESSION

01

## GX SHIFT

FOR GLOBAL READINESS

04

## FULL CIRCLE INTELLIGENCE GRID (FCI)

FOR LEADERSHIP

02

## GLOBAL BUSINESS PROTOCOL

FOR GCC WORKFORCE TRANSFORMATION

05

## AUTHORITY MAP

FOR EMPOWERMENT

03

## CODE 91

FOR EXPATS CULTURE ONBOARDING

06

# GLOBAL CAPABILITY EDGE

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01

## THE BOLD COMMUNICATOR

CURRICULUM: EXPRESSIVENESS,  
FEEDBACK, CURIOSITY,  
SOCIAL ADJUSTABILITY,  
POINT OF VIEW (POV)

03

## THE RELIABLE PLAYER

CURRICULUM: SELF PRIDE,  
CLIENT TRUST, OWNERSHIP,  
WINNABILITY, NETWORKING  
LIVELINESS, APPLIED BUSINESS

02

## THE DECISIVE MANAGER

CURRICULUM: COURAGE,  
QUICK RECOVERY,  
COMPLEX NEUTRALIZATION,  
STAMINA, QUIET CONFIDENCE.

04

## THE POLISHED PERFORMER

CURRICULUM: COURAGE,  
QUICK RECOVERY,  
COMPLEX NEUTRALIZATION,  
STAMINA, QUIET CONFIDENCE

# HOW THE BUSINESS EDGE WORKS

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UNLOCK SELF



DIGITAL  
ASSESSMENT

20 MIN  
PSYCHOMETRIC  
TEST

UNLOCK SKILL



BE GLOBAL  
TRAC 1

4 HOUR  
DIGITAL & PHYSICAL  
SIMULATION

UNLOCK SCALE



BE GLOBAL  
TRAC 2

3 MONTHS SUBSCRIPTION  
OF TRAC 2  
LEARNING APP

# be.GLOBAL

DRIVING WORLD CLASS **BUSINESS EDGE**

LEADERSHIP BRANDING . EXECUTIVE PRESENCE . BUSINESS ETIQUETTE . IMAGE CONSULTING

CONTACT US

[consult@laureateglobal.com](mailto:consult@laureateglobal.com)

India Ph: +91 9880032545, +91 9353000402, +91 98800 48609, +91 6361908080

VISIT US

[www.laureateglobal.com](http://www.laureateglobal.com)



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