

**WILSON LEARNING HELPS LEADERS AND SALESPEOPLE INCREASE GLOBAL EFFECTIVENESS THROUGH WORKSHOPS**

**Edina, Minn. — February 4, 2009** — Economic pressures and rapidly changing global markets have caused organizations to reach around the globe to find new customers and new suppliers. Most companies are developing a global strategy through acquisitions, joint ventures, or organic start-ups. To take advantage of these new market opportunities, organizations decide to create a global structure.

“Companies fail when they put a global strategy and structure in place, but don’t develop global people who can make the strategy work,” according to Mary Beth Lamb, a acclaimed global facilitator and consultant for Wilson Learning Corporation. “The skills acquired in a successful global effectiveness program are fundamental. To think and act more globally, organizations need to practice a global mindset and global skill set.”

for immediate release

With today’s global market place, it’s hard to imagine a company without cross-cultural customers, employees, and/or suppliers. Yet, misunderstandings surrounding cross-cultural issues can bring business to a grinding halt. *Global Awareness*, offered by Wilson Learning, helps leaders and individuals bridge the culture gap. Skills and tools from this course can help leaders and salespeople overcome these unique challenges. Participants will learn to:

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- Build profitable, long-term relationships with customers and co-workers regardless of cultural or language background
- Communicate and resolve conflicts across cultures and languages
- Understand decision-making style differences so you can get work done faster and smarter
- Become globally versatile and modify actions to build trust and make others feel comfortable

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Enrollment in this workshop is limited to the first 22 participants to register for each of our two locations:

March 24<sup>th</sup> – Dayton/Cincinnati, OH, to register or for more information, call Sadie Gaster at 937-890-1243 or [rsvp@performancetec.com](mailto:rsvp@performancetec.com).

March 26<sup>th</sup> – Cleveland, OH, to register or for more information, call Dave Palmer at 330-723-9900.

These executive overview sessions are cosponsored by Wilson Learning and our Ohio agencies Performance Technologies and Performance Advantage. While this is a \$900 value, we are happy to offer these sessions for the promotional price of only \$129 per executive. During the session, Mary Beth Lamb will integrate the work she has done on five continents for clients in 20 industries in the area of developing a global mindset and global skill set.

**About Wilson Learning – Improving Performance Through People**

Wilson Learning Worldwide is a global leader in Human Performance Improvement solutions for the Global 2000, Fortune 500 and emerging organizations worldwide. With operations in over 40 countries worldwide, including Japan and the United States, incorporating over 25 languages, the company creates synergy between people and business strategy through an extensive range of world-class solutions focusing in leadership, sales and individual effectiveness. Its integrated offerings include: strategy alignment consulting, descriptive and evaluative assessment services, world class process and skills content, and technology enabled solutions. More information about Wilson Learning is available online at [www.wilsonlearning.com](http://www.wilsonlearning.com) or by calling **800.328.7937**.

**About Performance Technologies**

Performance Technologies, based in Dayton, OH, is celebrating 25 years of service to clients around the world. Performance Technologies is a premier consulting/training firm that helps clients win by designing and instilling sales, leadership and management skills, processes, and tools that strengthen your overall organizational effectiveness. More information about Performance Technologies is available online at [www.performancetec.com](http://www.performancetec.com) or by calling 937-890-1243.

**About Performance Advantage**

Performance Advantage is a Human Performance Improvement firm based in Medina, OH serving clients around the world. For nearly 20 years, we have worked closely with large and small organizations to improve their competitive advantage through Human Performance Improvement. More information about Performance Advantage, is available online at [www.gainadvantage.net](http://www.gainadvantage.net) or by calling 330-723-9900.