

A Step Ahead Globalize To Double Your Income

**60 Secrets for Success
At Home And Abroad**

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A Step Ahead— Globalize To Double Your Income:

60 Secrets For Success, At Home And Abroad

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INTRODUCTION

So many have inspired me to dream without limits and supported me when I've reached for the stars.

In the forefront of them, I was blessed to have the most loving parents who nurtured me in every way possible, taught me their ethics and helped me to believe in myself. While they have both passed, their example and lessons continue to guide me daily in my journey.

They led me to God as a child and He has embraced me with love throughout my life. He has carried me when I was too weak to bear the burdens of life alone, and stood with me through all my trials. And He blessed me with so many precious gifts...the love of my parents, my life partner, my four sons, their partners and my seven grandchildren are absolutely the most important of them.

This book, with such an important message for so many, is dedicated to God and my family. May God bless you and yours as He has me and mine.

“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”

—Charles Darwin, Evolutionary Theorist

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With my deepest thanks to these very important people in my life: ...

Foreword by Raymond Aaron

I am so pleased that Phil Richardson asked me to provide a foreword for this very important book. He is an imaginative entrepreneur who succeeds in passionately sharing his exceptional international experiences and the lessons he has learned from them. You won't be able to put the book down during your first reading and I know you'll pick it up again and again in the future to refer to the potent secrets he wants us all to know.

I share his strong belief that internationalizing by adopting global best practices is the only way for companies and individuals to maximize their profit potential in an increasingly competitive world. No one can rely any longer on protectionist government policies or old ways of doing business to maintain their present situation, let alone to grow their prosperity.

Instead, we have to rise to meet the international competition that our rich markets increasingly attract by improving our strength and productivity. We must all learn and apply global best practices to succeed. While there are no guarantees for our success, there is an absolute certainty of failure if we do not adopt them in our strategies and operations.

And he also makes a strong case to seek out strong international partners and combine your North American knowledge and market access with their capital and vigor to capture an unfair share of your markets, both here and abroad.

Phil is one of those adventurous people who chose to work outside of his "box," leading the development of world class property projects in the Middle East, India and China. There he learned greatly improved ways of conducting business from which we can now all benefit.

His mission is to share his knowledge with those here who want to double their income at home as well as abroad by applying his advanced knowledge and unique perspective.

He is someone who has already succeeded with this winning strategy and has helped many others to do the same. You must read his book to learn his vital secrets.

Raymond Aaron, New York Times Best Selling Author:

Double Your Income Doing What You Love

Chicken Soup For The Parent's Soul

Introduction By Phil Richardson

I want to tell you a fascinating story that is extremely important to your future prosperity and to that of your family and friends. In fact, it's crucial to everyone in North America.

I lived and worked outside of my home country as an expatriate (expat) for a number of years and recently returned to be closer to my family and to share the lessons I learned. I now offer my knowledge to perceptive North American executives, entrepreneurs and professionals who want to learn global best practices because they too see how urgent our need is here. While away, I worked alongside people from many different cultures whose unique knowledge and skills made all the difference in achieving our mutual goals. In this book, I share with you the key lessons of globalization that I learned while working outside of my box.

We North Americans tend to forget how dynamic and massive the other major world markets are, especially those that are developing rapidly. The competitive spirit and brilliant capabilities of their multitude of entrepreneurs and business professionals are formidable. In their cultures, simply to survive, they must continuously develop effective new strategies and deploy them rapidly in response to their robust competition. They learn and apply global best practices continuously.

It's urgent that we learn to do the same because our rich domestic opportunities increasingly attract their best and brightest to compete with us at home. We must learn the important differences in cultural thought, strategies, and global best practices they use, just so we can survive. You will learn about them in this book and by improving your competitiveness you will increase your personal, corporate and national prosperity. And you will position yourself to partner with them to your mutual advantage, both at home and abroad.

Complacency is simply not an option for us.

If you want to dive deeper and more effectively into your rich veins of opportunity using global best practices, I am available for private consultation. I help companies and individuals formulate and deploy sophisticated action plans based on my deep cultural and professional knowledge of key world markets and their top players. And I can share with you the latest global best practices that can be applied across many industries and cultures. You can reach me at: philr@globalize2x.com
I look forward to contributing to your future success.

Phil Richardson, Globalization Specialist and Author

To Begin With

Dubai, United Arab Emirates

“Mr. Richardson, Mr. Assad?” the limo driver asked when he recognized us from our photos in the crowded reception area of the Dubai airport.

I didn’t know it then but I was about to receive my best lesson in globalization just after I landed in Dubai for the first time. Lancy, our driver, had been recommended by a friend and we couldn’t have chosen any better. He is an Indian entrepreneur from Goa, India, and has worked in Dubai for 15 years. We quickly became good friends. We soon learned that he was very experienced at touring visiting executives around the UAE. They always asked for him, he said, and we came to know why...he helped to educate them and us in globalization!

“In Dubai, there is no *‘Sorry!’*” he said as he enthusiastically delivered his first of many lessons to my friend and me.

And Lancy was so right. Hundreds of thousands of expats have been hired just in the UAE, of which Dubai is a part, to work very hard, and smart, to help develop the country.

This was the beginning of my learning experience that took me to Europe, The Middle East, India and China where I became fully globalized. What a journey it has been...and so worthwhile.

Not only did I learn how to maneuver and succeed in these different cultures, but the same global best practices that promoted my success there, are now proving invaluable to my business progress at home. They differentiate me and make me much more valuable as a business professional than I was before I left. You’ll learn more about Lancy and my experiences in the UAE later in the book but let’s start in China where I put Lancy’s lessons to good use.

CHAPTER 1

Welcome To The Rest Of The World...By The Way, Nothing Is The Same Out Here!

“Diversification and globalization are the keys to the future.”

—Fujio Mitarai, Chairman, Canon, Japan

The Shock of Arrival

Kunming, Southwest Mainland China

Shivering and alone in my heatless apartment in Kunming, China at 4 am, I curled up under the one blanket I'd been given, wondering when the sun would come up.

'Then I can see what's outside...and maybe warm up as well', I thought.

I hadn't been able to do either since I flew in last night.

Welcome to the People's Republic of China the sign had greeted me when I walked into the terminal, as did the suspicious stares of the customs agents and the curious smiles of my fellow travelers.

'My bags all made it!'

I was pleasantly surprised. I found a cart and looked around the lobby for my promised ride...but no one was waving at me that I could see. At 6' 6", I couldn't be missed in this crowd! No phone number to call and no Chinese mobile to do it with either...just a promise to meet me! So I stood there patiently, while everyone within eyeshot stared at me curiously.

I was beginning to feel the jet lag now...twenty hours of travel, counting the layover in Hong Kong, had worn me out more than I'd guessed!

Suddenly in a flurry of waving arms, two cute mini-skirted young women came trip-tripping towards me in impossible heels, giggling...

"Mr. Phil, Mr. Phil," they said as they ran up to me in their curious tripping-hopping style reserved for meeting anyone they thought ranked above them.

"Dai, dai, wo shi Phil Dong," I said in my best Rosetta Stone Mandarin.

They decided right away that it was best to switch to English!

"Mr. Phil, it is so good to see you, welcome Kunming!" said the older of the two, carefully enunciating each word. "Are you hungry? Are you thirsty?"

"No, just tired...can you please take me to my apartment?" I asked.

They insisted on pushing my cart and managed to weave it through the parking lot between the tightly packed cars.

"We were late because we had an accident...crazy Chinese taxi drivers!"

This was a phrase I was going to grow used to hearing, and which effectively ended any driving temptations I had for China from that moment on. They were right, I found out very soon as we pulled into traffic! But when I noticed their smashed tail light and rear fender, it suggested "someone" tried to change lanes without a shoulder check. I thought then that maybe they were all crazy drivers.

SECRET #1

NEVER, NEVER, NEVER think you are in your home country and that things are going to be done the way you are used to...they will almost certainly never be!

Make it your business to learn about where you are going...through friends, magazines, books the internet and by close observation after you arrive. Whatever it takes, do it because unless you make the transition quickly and conform to local customs, you will soon be looked upon as a boor, or worse, as stupid or deliberately trying to offend your local acquaintances and friends!"

Settling In

The young women chattered excitedly, switching between Chinese and English...and sometimes ChEnglish...as they tried to tell me what we were passing. But it was night time so not much to see except some garish lights on unlikely buildings...most notably many huge red neon 'KTV' signs on high rise office towers. I later learned that Karaoke is a favorite social activity. But tonight I just wanted to sleep.

We pulled up to a gate where the helmeted guard grinned as he asked whatever questions would keep us waiting longer in the hopes of getting one of my new colleagues' mobile numbers. Unsuccessful, he finally lifted the gate and we drove through. Parked, my they politely dragged my wheeled luggage along the sidewalk, but only they knew what was coming next! They chattered away nervously in Chinese and I realized why when we arrived at the building entrance. They pointed up the stairs to my 6th floor penthouse...apartment buildings with fewer than seven levels aren't required to have an elevator!



And Three More Flights Up, Inside! They Look As Steep As My Learning Curve Was About To Become.

As I hoisted my bags up, breathing raggedly, in the chilly spring air, I couldn't believe I'd managed to pack so heavily and still get them on the plane. However after a few trips, I was soon on the top floor, all bags up and inspecting my spacious apartment. They had visited earlier, stocking the fridge with Tsingtao beer and eggs... Foreigners liked those, they knew...and a few less recognizable things.

After I cooled down from my heavy lifting, I realized how cold it was inside. I asked where the thermostat was. They frowned at each other, not understanding, but then they guessed what I had asked, brought me into the bedroom and handed me my blanket!

'This is not looking so good all of a sudden', I thought. 'Was heating not the standard here?'

SECRET #2

We all know that we can never have enough friends, but it's especially true when working internationally!

They will share with you the current and relevant local information you'll need before you arrive and will continue to serve as help mates after you're there. I had several in China who I had met before but my main contact was away on leave when I arrived in Kunming. Although she did her best to smooth my arrival ahead of time,, you can see this step requires a lot of attention by all concerned! Reach out by emails and phone before you arrive to try to form new friendships and then don't stop once you're there. Guaranteed, you will need them all.

Initial Experiences—My First 24 Hours

After looking over the apartment with them for the third time, the young women said they had to work early in the morning and giggled their way out the door. I wondered how I was going to make it through the night as I got into bed with my coat on. Not so well as it turned out!

The dawn came gray, cold and drizzly...with wet snow! My view was my neighbor's bedroom curtains ten meters away...I realized then I hadn't drawn mine.

"Kunming, the City of Eternal Spring? I don't think so," I muttered to myself... I could see my breath! I strolled into the bathroom and looked around for a place to sit down...

'None!' Just a place to stand...

'OK', I thought, *'I can do this...'*

So I did, happily not stepping into the hole as the water flooded the big bowl...I'd used these in public washrooms in Europe before. I watched the paper swirl around and go down...big mistake that, as I was soon about to find out.

I took my clothes off quickly, stepped into the shower and turned on the taps...jumping as I felt the water.

"God, it's ice!" I yelled.

I let it run for a while and tried again..."Same...damn!"

I stood there for a few moments while I gathered my courage. Stepping into the Chinese torture device again, while remaining just outside the icicle stream, I poked my washcloth into it. Lathered up, and then, holding my breath, I stepped forward.

"Oh my God!" I exclaimed.

I jumped back again...and stood there looking pretty silly, I realized.

'Well, I have to do this.' I stepped forward again...

I don't know how long my Polar Bear shower lasted...seconds I'd guess now...but I was sure awake when I got out!

I felt the cold water on the bathroom floor right away...and it was deep.

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'Now what?' I asked myself. Then I saw water was coming from the toilet! I flushed it again, but that didn't work...more water came out!

'What do I do?' I looked for a shut off valve...nope...none.

'Who can I call? No one!' I thought. I didn't have a phone and how was I going to explain this to a neighbor anyway?

'But I better try it now, before I flood everyone below me!'

Just then I heard a buzzer... I wasn't even dried off! I ran to the door, towel in hand and looked out the view hole...no one there! It buzzed again. I saw the intercom and looked for the right button...but of course, all five were in Chinese! I randomly pushed them all and suddenly saw on the screen one of the young women from last night!

'Thank God', I thought

Then I remembered...I was naked...and the video was two-way!

SECRET #3

Plan For Success. To begin with, I strongly suggest that you prepare a written Strategic Plan that will contain an Action Plan to serve as your playbook.

While this may sound like it needlessly restricts your creative impulses, and you may even think it is a time waster, believe me it will help you to avoid the many blind alleys and distractions that threaten to dilute your mission. In my business, we prepare them without fail, and importantly, my team and I review them monthly or more regularly if needed, to ensure we all remain on course. I only wish I had done so for my personal mission before arriving in China!

Contained within it should be a detailed checklist for you to register key things you'll learn before you arrive and afterwards...a kind of a journal...for important items such as 'will heat be available when you arrive?' and if not, how you can arrange to have it waiting for you!

Initial Connections

My new colleague's eyes turned very serious on the little TV screen, her smile frozen.

"Mr. Phil, are you ready for your meeting?" Not believing what she was looking at...fortunately just down to my bare chest, but that view told her all was not well!

"Dai, dai, yes, yes" I said, wanting it to be true. "I mean, no, no, I'm not! Just a minute and I'll press some buttons to open the gate. Please come right up!"

After a few false tries, the gate opened and she disappeared from the screen.

I rushed into the bedroom, threw open a suitcase and quickly pulled out some clothes. Drying off at the same time, I kept an eye on the rising water in the bathroom as it approached the top of the doorsill.

'I don't have much time!' I thought

I opened the door at her knock but she hesitated to come in until she glanced down to confirm that I had some pants on!

"There's an emergency," I said and took her towards the bathroom. One look inside, and she rushed to the kitchen balcony...and turned the shut off valve there. Who knew? The drain in the bathroom floor could now do its job and the frigid water flowed slowly down it.

"Thank goodness," I said

She replied, "Mr. Phil...you flush paper?"

I paused and thought, *'Well yeah...'*

I nodded, to which she said reproachfully, "You can't do that in Kunming! The pipes are too small!"

'Of course!' I thought, sarcastically but silently.

When the plumbers had left, after frequently shaking their heads and glancing at me now and again, muttering as they worked, she drove me to the office, two hours late, saying to me helpfully every few minutes: "Remember, you can't do that in Kunming!"

Finally, I said impatiently, "Well you can in most parts of the world that I know."

At which point she went silent... Now I'd embarrassed her and caused her to lose face by saying her home town just didn't measure up.

'Oops', I thought. I tried to back track but she wasn't having any of it.

When we walked into the Head of HR's office, she went into what I thought was an overly-long and animated description of what she had just been through, with several glances at me...and the audience didn't look amused!

"Well, let's go and see the CEO," I said, hoping to remind them of why I was there...

They just glanced at me coldly and continued their conversation. Finally, they were done with me and the HR Head said through my new colleague's interpretation, "Mr. Phil...you can't flush paper here." in Chinese and then English as if I hadn't gotten it by then! I bit my tongue at this double dose of disdain as both hers and my colleague's words dripped with it.

"OK, sorry," I said contritely.

Then I asked about the water temperature. Well, it seemed that some "fool," unnamed and of course, not present, had failed to notify the gas company to turn it on to heat the water!

'Ahh,' I thought, *'maybe a complete solution here!'*

"OK, then, is that how the apartment is heated too?"

The H.R. Head looked quizzically at me as my colleague translated,

"Heat for the apartment? That's not supplied." came the answer.

I must have looked dumbfounded because she added, "That is your responsibility!"

"OK so how do I get it?" I shot back.

Her look told me that I was not the brightest person she had met.

"You must of course buy electric heaters and pay for the energy they consume...and that's not included in your arrangement with the company! Your colleague will take you to where they are sold."

SECRET #4

Don't expect anyone to take responsibility for mistakes or bad news...it just won't happen. And watch out because you can expect to be "blamed" for what does go wrong!

It's an ancient tradition that shows especially in developing "survivalist" cultures around the world today, and it's present in ours too! In Imperial times in China, being blamed for something that didn't quite go right, or worse, actually admitting you might be responsible for an unfortunate outcome, was often career-ending in the most dramatic way...with a sword or an axe!

Those consequences aren't often used today, although it's not unheard of, but the same fear exists that their modern day equivalents will be used, namely that one's employment will be terminated! Good jobs are hard to find in Asia and so people do whatever is necessary to keep them, including blaming you, if necessary.

Initial Effects On You

Confusion will be your likely reaction to your initial experiences, often followed by despair and sometimes an overwhelming desire to return home! Imagine how I felt waking up alone on Christmas morning for the first time in my life...my four sons and my grandchildren were at home, as was my girlfriend.

It was lonely and I felt sorry for myself, especially since I didn't know very many people yet and hadn't received an invitation for Christmas dinner. But my sadness passed when I heard from everyone on Skype and was able to see and hear their enjoyment.

The roles you will travel to fill are very demanding and will soon occupy all of your time. As well, in the free moments you'll have, other expats will soon invite you to lunches and dinners and you can have a vibrant social life. In fact, so vibrant that you can succumb to its attractions to the detriment of your work, if you're not careful! It's hard to find the right balance for a time but most make it through this volatile probation period.

Expats are a special breed I believe. While people go abroad to work for many different reasons, a common characteristic is that they are adventuresome, something not shared by most of their countrymen. After all, it requires a lot of confidence and initiative to break out of your comfort zone and move far away from family and friends, doesn't it? But you'll find yourself in good company as you meet many people from around the world who are similarly adventuresome. You may eventually find more in common with them than those friends you left behind, and a significant number of expats choose to remain amongst them and never return home except for occasional visits.

Another critical component for success, while at the same time a potential source of stress, is your relationship status. If you are single, get ready for a roller coaster ride like you've never had before. You will meet exciting men and women who, like you, are adventuresome and that will lead to...well, adventures! If you're attached, you will enjoy yourselves exploring together, but if you are separated from your partner for a significant time, you may find yourself tempted to enjoy yourselves individually and too much!

Having a solid relationship with both partners moving to your new home to live together, as soon as possible, is the best insurance policy against volatility that you can have. I strongly suggest you ensure you prioritize it. Maintaining close contact over a distance and several time zones is very challenging. But of equal importance is the plan you develop to avoid these difficulties. I highly recommended that each of you honestly assesses your needs and design your new life around them. For example, the long hours of work and high energy drain that will be experienced by the working partner can result in dissatisfaction for the other. He or she may find it difficult to fill their time waiting at home only to greet an exhausted partner at the end of the day. In fact, that very thing happened to my girlfriend and me and sadly led to the end of our relationship.

One strategy is to secure work for your partner as well, and earn a role for both of you before your move, is highly recommended. Expat packages secured in advance are far more lucrative and interesting than those to be found once there. That said, if a local job is all one can find, then I'd advise taking it to avoid the mismatch I noted above. Too many books have been written about non-working spouses turning to heavy drinking and other destructive recreations!

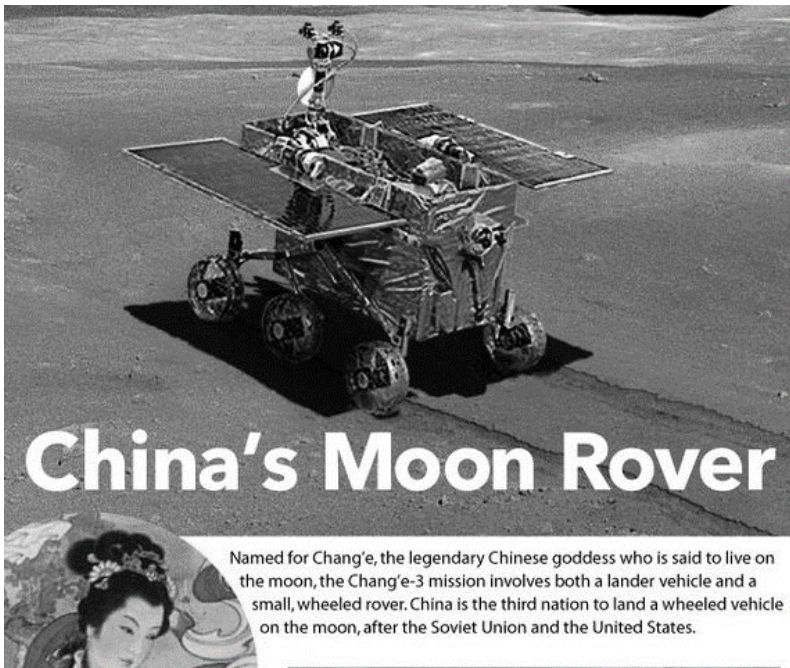
SECRET #5

Considerable time and attention must be paid to the required advance planning of taking on an expat role. By using your connections, you can greatly improve your odds of success.

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At the recommendation of a trusted friend already living in Abu Dhabi, to protect my business plans, I contracted with a resident ex-UK Special Air Services member whose local business was to gather and verify information behind the scenes. He was very effective. You can miss some very relevant information without this kind of help and may make poor decisions as a result.

I offer that same service to companies and individuals, drawing on my extensive network of contacts and then “translating” the information into the language and culture of my client, which they can then clearly understand and rely upon. It’s vital as you will soon see.



China, A Mixture Of The Ancient And The Modern