

Welcome to my free Newsletter. I've just returned from a successful appearance at LinkedIn's Annual Sales Connect Conference in Las Vegas where I spoke on globalization. I was well received, ending with a standing O!

I began by running an exciting video provided to me by Ferrari and Shell to get everyone's blood racing! You'll find it at https://www.youtube.com/watch?v=1_kwxzU4wL4. It shows visually the evolution of Ferrari into a world class brand as their progressively newer models race through the streets of several global cities. I hope you enjoy it.

I went on to describe how Ferrari aggressively uses global best practices to stay at the top of F1, the world's most sophisticated and wealthiest auto racing championship. More than 75% of it's employees are LinkedIn members demonstrating their commitment to internal and international working relationships.

Next I described how Cushman & Wakefield, the world's second largest property consultancy and brokerage company uses global best practices, including LinkedIn. I am a Senior Vice President, Investments and Retail and I use as many as I can to succeed, as do my colleagues.

I then described our Arizona based company trading as Globalize2X. We have aspirations of becoming a leading source of information and inspiration for North American companies and employees globalizing to compete with the many international companies coming here to share in our prosperity. They use global best practices and we must as well in order to maintain our prosperity.

I finished by thanking LinkedIn for providing such a powerful tool for globalizing. And I gave a personal thanks to the LinkedIn executives for a very special reason. I introduced my life partner, Danielle Papillon, an international executive business trainer and explained how we both came to be in Las Vegas together.

She and I met on line 19 years ago which at least demonstrates we are Early Adopters! After dating for some time we regrettably concluded that we had to part. This was due to the fact that we were each single parents raising our children in cities distant from one another and we couldn't disrupt them by separating them from their friends and family.

We remained friends since then however we inevitably grew apart as our lives diverged. But the attraction remained and in 2013 when I returned to North America from living in China to be closer to my family, I wanted to reconnect with Danielle. However, I had lost her email address and didn't know how to reach her. Then I remembered...she was a LinkedIn member! I reached out to her and we connected again. When I arrived home, we met and haven't been apart since. We are both very grateful to LinkedIn as you can imagine.

After Las Vegas, I went to Phoenix where we are based and Danielle went to Canada to deliver advanced workshops for one of her global clients, Arcelor Mittal. Now that we're home we have a lot of travel ahead of us as we deliver our globalization consultancy for our clients here.

Please leave your comments on our Blog as we would like to learn about your globalization experiences and share them with our Members. That way we can all benefit from our lessons learned and receive information and inspiration for our next steps.

I've posted Chapter One of my book for your free enjoyment and I hope you do read it. Please let me know what you think about it.

Thank you for your confidence in our efforts and we look forward to Stepping Ahead together.

Best regards

Phil Richardson

