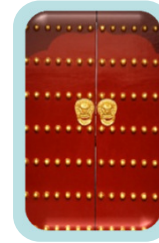
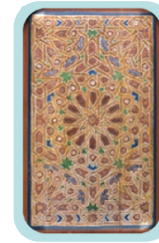




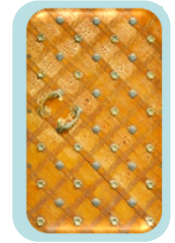
jeitosa — [zhay-taw-za] (Brazilian Portuguese) adj. agile, skillful, adroit, clever, innovative, solution-oriented



China



Morocco



Czech Republic

How Savvy is Your Team about Workforce Differences Around the World?

- ✓ English is the mother tongue of only about 5% of the world's population.
- ✓ Giving and taking negative feedback is seen as a sign of strength in North American cultures, but viewed as rude and confrontational in Asian cultures.
- ✓ Non-verbal communications (gestures, eye contact, tone, dress, etc.) make up 70% of the communication channel and vary widely across cultures.
- ✓ Supporting harmonious, trusting business relationships is more highly valued in Asian and Latin cultures than building arguments based on facts and logic as in North American cultures.
- ✓ The Japanese exhibit a strong sense of indirectness in their language and distrust can develop if too much is expressed in words -- "vagueness is virtue."
- ✓ Meeting style varies widely across cultures, such as seating positions, timing, duration, agenda, breaks, etiquette, facilitation, note taking, etc.
- ✓ Use of "small talk" and asking personal and family-related questions varies across cultures (for example, common in Arab and American cultures and uncommon in German and Japanese cultures).
- ✓ Teamwork and methods for rewards and recognition vary across cultures, as demonstrated by the Japanese saying, "the nail that sticks up gets hammered."

Global Diversity Awareness (GDA)

- Conducts an assessment of the diversity differences inhibiting a productive workplace
- Provides specialized, individualized business and communications training programs
- Builds and reinforces productive teamwork through appreciation of workforce differences

BUILDING EFFECTIVE DIVERSE TEAMS THROUGH COMMON GOALS

Today's modern workforce is more multi-dimensional than at any time in the history of humankind. Through increased immigration and extensive business travel, and now the ubiquity of the digital world, we are constantly in contact with individuals from a wide range of cultures, generations, locations, organizations and familial situations. Working together effectively across all of these dimensions starts first with awareness and appreciation of the value that diverse mindsets can bring and continues with development of the knowledge, skills, and abilities to work effectively as a team across all workforce dimensions.

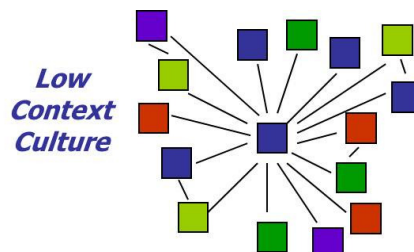
The Modern Multi-Dimensional Workforce

Jeitosa looks at today's modern workforce across seven workforce dimensions – aspects that have an impact on the workplace and can aid or derail the success of any project or new initiative. Proactive management through communications, training, and team-building across all dimensions is critical for success in today's world.

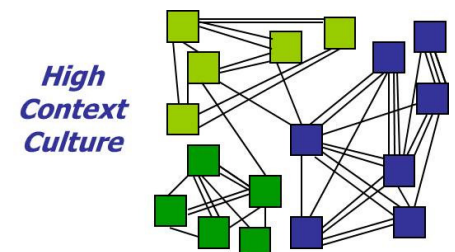
Multi-Generation	Multi-Culture	Multi-Locality	Multi-Contract	Multi-Organization	Multi-Situation	Multi-Personality
Veterans Boomers Gen X New Mills	Individualism Egalitarian Directness Power Distance Task-Orientation Time Horizon	Onsite Offshore Remote Virtual Digital	Full-Time Part-Time Contingent Trainee Expat Retiree	Multinational Global International Transnational	Family/Spouse Job/Position Boss/Peers Infrastructure Support	Risk Tolerance Extroversion Flexibility Awareness Humility

Low and High-Context Cultures

Low-Context cultures, such as the US, UK, Canada, Germany, are individualistic, logical, and task-oriented, with most cultural knowledge **explicit** and conscious through diverse, discrete, short-term relationships.



High-Context cultures, such as China, Japan, France, Saudi Arabia, are collectivist, intuitive and relationship-oriented, with most cultural knowledge **implicit** through myriad tightly connected, long-term relationships.



Our People

Knowledgeable, Collaborative, Committed

...transnational network of over 50 consultants across more than 20 countries, averaging 15 years of experience in human resources, financials, and information technology solutions, including:

KAREN BEAMAN

CEO / Founder / Global Strategic Advisor



...widely recognized as a global HR industry guru and business leader, Karen has built and led many global teams for Fortune 500 companies. She is Editor-in-Chief of the IHRIM Journal and has published four books. In 2002, she was honored with IHRIM's Summit Award for her lifetime achievements in the field of HR systems. She is fluent in English, German, French, and Portuguese.

FREDDYE SILVERMAN

Vice President, US Eastern Region / Strategic Advisor



...former Vice President at Cendant Corporation with responsibility for strategic planning and oversight of all global HR systems; designed and oversaw the development of a large multi-purpose HR Service Center; managed the implementation of several large scale HCMs; created effective business cases; led multiple successful business process reengineering efforts and change management programs.

ALSEN HSEIN

Senior Global Advisor – China and Southeast Asia



..... over 20 years of enterprise application software experience including ERP, CRM, HRM and business intelligence in Great China and Asia Pacific Region; voted as "2005 Most Innovative HR Payroll Software Product in China" by ChinaHR magazine; a pioneer in developing HRM software promoting better HR Information Technology practices throughout the region.

CHRISTIAN ADLUNG

Vice President, EMEA / Global Strategic Advisor



...senior global executive and consultant with more than 20 years of experience in information technology, development and project leadership of large, complex and varied payroll and HCM systems, specifically in the global and European business environments. He holds a degree in Computer Science from the University of Bremen and is fluent in English, German, and Portuguese.

Our Experience – Your Advantage

Many of the world's greatest companies have turned to Jeitosa Group International to help with their global business needs. Committed to excellence and total satisfaction, we help our clients expand their own capabilities, guaranteeing the results of all we do.

Jeitosa's Transnational experts can help you better understand the communication differences between low- and high-context cultures and provide you with tools and approaches so that you can build effective processes and teamwork to ensure the success of your initiative.

	Low-Context	High-Context
Example Countries	US, UK, Canada, Germany, Denmark, Norway	Japan, China, Egypt, Saudi Arabia, France, Italy, Spain
Business Outlook	Competitive	Cooperative
Work Ethic	Task-oriented	Relationship-oriented
Work Style	Individualistic	Team-oriented
Employee Desires	Individual achievement	Team achievement
Relationships	Many, looser, short-term	Fewer, tighter, long-term
Decision Process	Logical, linear, rule-oriented	Intuitive, relational
Communication	Verbal over Non-verbal	Non-verbal over Verbal
Planning Horizons	More explicit, written, formal	More implicit, oral, informal
Sense of Time	Present/Future-oriented	Deep respect for the past
View of Change	Change over tradition	Tradition over change
Knowledge	Explicit, conscious	Implicit, not fully conscious
Learning	Knowledge is transferable (above the waterline)	Knowledge is situational (below the waterline)

Jeitosa's Strategic Global Enterprise Model (GEM) Issue-Focused, Strategically-Aligned, Goal-Oriented



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