

TRAINING IN A FLAT WORLD

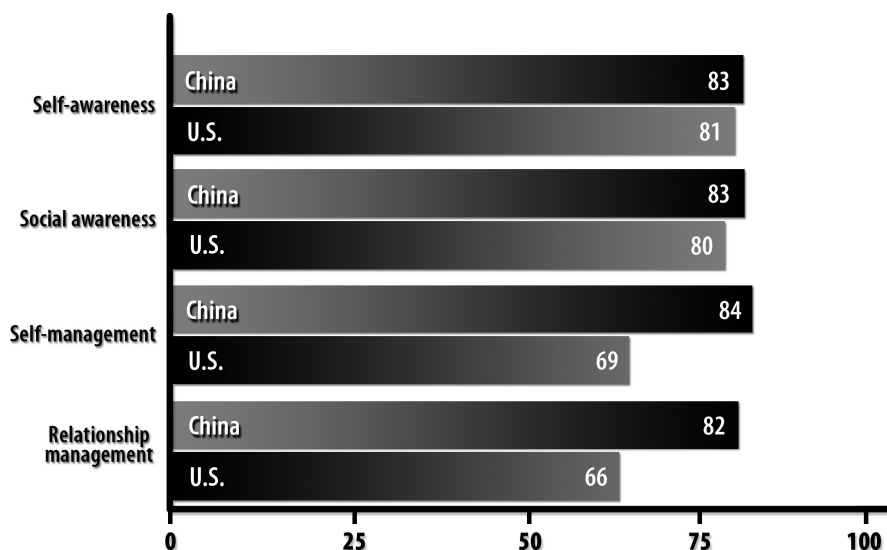
By Nick Tasler

Was Christopher Columbus wrong? Thomas Friedman seems to think so ... metaphorically, at least. His best-selling book on globalization makes the defiant claim *The World Is Flat*. Citing a digital era earmarked by offshoring, global Googling, and instant collaboration between the farthest corners of the planet, he argues that the unparalleled interconnectedness we experience today has freed the world from the economic bondage of centuries past.

When I first read Friedman's book, we were helping a large financial services firm integrate emotional intelligence (EQ) and decision-making skills into a new leadership development program. The chief concern of the head of global training was how well these skills would translate to the company's leadership spread across the globe. This was a concern we had faced repeatedly over the previous year, as our best-selling *Emotional Intelligence Quick Book* had been translated into 16 languages and released in 30 countries. We've seen the positive impact EQ can have upon people of all cultures, but we've also seen trends that suggest—for the training and development industry—the world isn't as flat as one might hope.

While the economic world is flattening under the information superhighway, our research on talent suggests that cultural differences are holding their ground. For instance, we found that Chinese executives score significantly higher in the EQ skills of self-management and relationship management than their American counterparts. We've also found that some of the skills of interpersonal influence and persuasion that are critical to the job performance of Western managers actually detract from the performance of managers in some Eastern cultures. The modern learning professional must know the difference and produce training and development programs that run as effectively in New Delhi as they do in New Jersey.

China's Secret Weapon



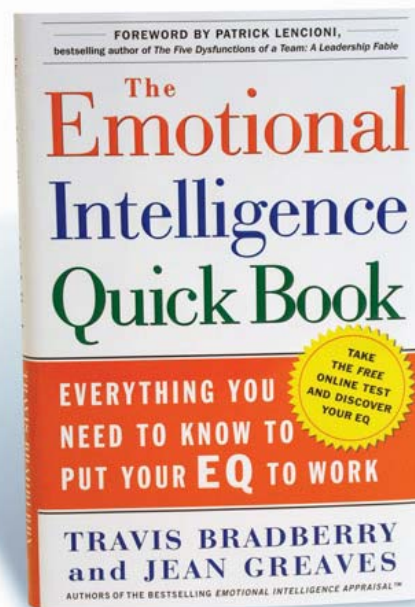
TRAINING IN A FLAT WORLD

GOING GLOBAL

One of the greatest benefits of the digital age is the ability to establish solid partnerships all over the world without ever leaving your desk. Communicating with a “virtual team” is easier than ever (and surprisingly cost-effective with free software such as Skype). No longer does shared office space—or nation of residence, for that matter—have to be a pre-requisite for collaboration.

In July, we licensed the first of many foreign distributors of TalentSmart products. Now, when our collective heads hit the pillow at night here in San Diego, we rest easy knowing that our partners in the Far East are starting a new day providing local training and development professionals with the tools they need.

As the world continues to flatten, we have the choice of expanding with it or getting squashed beneath it. We’re actively establishing a global network to serve the needs of training and development professionals everywhere. In exchange for deep discounts on our products, a web site, product training, and access to TalentSmart research, our foreign partners provide firsthand knowledge of local markets and connect directly with clientele in their region. Ultimately, training and development professionals everywhere benefit from cutting-edge tools that are tailored to meet the unique needs of their region.



[Click here to get it for just \\$23.95!](#)



**Looking for a new business opportunity
in your part of the world?**

Email Nick Tasler at njt@TalentSmart.com

TRAINING IN A FLAT WORLD

TalentSmart[®], Putting Big Ideas to the Test



The Emotional Intelligence Appraisal™ measures the four EQ skills from Daniel Goleman's benchmark model in just seven minutes. Available both online and as a self-scoring booklet, this assessment is easy to use and understand.

[Click here to learn more.](#)



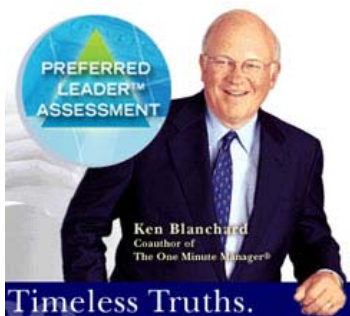
DISC is the #1 personality profiling method, with millions of people relying on it to discover their strengths. Now you can test yourself online with integrated Hollywood e-learning in the results that brings each personality profile to life.

[Click here to learn more.](#)



In *Blink*, Malcolm Gladwell invites the world to explore the power of snap decisions. Now, you can test your decision-making skills with *Snap*.

[Click here to learn more.](#)



Coauthored by Ken Blanchard with the cofounders of TalentSmart[®], the Preferred Leader Assessment™ measures the core leadership behaviors that earn the commitment and support of your people through integrity, partnership, and affirmation.

[Click here to learn more.](#)

ABOUT THE AUTHOR — Nick Tasler is the Market Development Director at TalentSmart[®], the leading provider of cutting-edge skill assessments. Nick uses his field experience to oversee the creation of easy-to-use, results-driven development tools. He specializes in attitude change, persuasion, and decision making. Prior to joining TalentSmart, he worked as an internal consultant and trainer, as well as an external consultant at Accenture.