



# THE GLOBAL VILLAGE

for future leaders of business and industry<sup>®</sup>

**JUNE 24-AUGUST 4, 2012**

HEPHAESTOS

MELPOMENE

Iacocca Institute<sup>®</sup>

Office of International Affairs

Lehigh University<sup>®</sup>

Bethlehem, Pennsylvania USA



# become a GLOBAL LEADER



*The Global Village for Future Leaders of Business and Industry® program is a leadership development experience like no other. We believe that ethical leadership matters. We believe that knowledge of business and industry, skills in leadership and entrepreneurship, and the development of a powerful global network are essential to success. We recognize the importance of cultural values and believe that effective leaders break down negative barriers. We believe that the Global Village is the place where future leaders of business and industry are created.*

## CORE AREAS

- Leadership
- Entrepreneurship
- Business & Industry Best Practices
- Global Networking
- Career Path Development
- Cultural Awareness

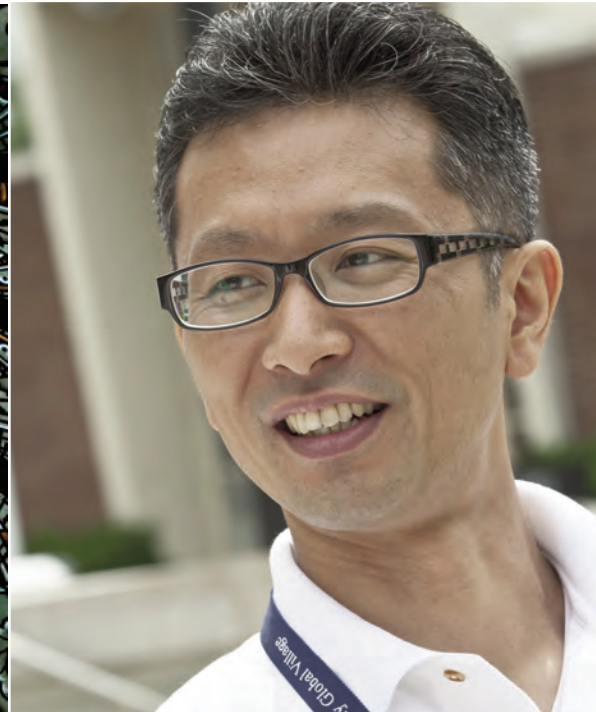
**T**HE GLOBAL VILLAGE for Future Leaders of Business and Industry® is an applied leadership, management, and cross-cultural training program. It is designed for experienced young professionals and advanced students who share the dream of building a leadership career in business and industry, and who want to form an active and lasting global network.

Through program courses, topic-specific panels, networking sessions, company visits, consulting projects and cultural experiences, Global Village interns learn new tools and gain insightful perspectives that are essential to becoming successful leaders. During the intensive six-week program, interns find themselves amongst a diverse group of over 100 individuals, coming from more than 45 countries,

representing a myriad of cultures, speaking a multitude of languages, and offering unique insights based upon their own background, education and experience.

The Global Village is truly unique. The program requires no academic prerequisites and delivers no traditional grades. Interns attend “learning experiences,” not “classes” and “discussions,” not “lectures.” Interns establish their own goals and objectives and work with program staff to map a customized and experience-based action plan.

**NETWORK OF 1435 YOUNG PROFESSIONALS FROM 125 COUNTRIES AND TERRITORIES AROUND THE WORLD.**



# the GLOBAL VILLAGER



## 2011 GLOBAL VILLAGE

- 100 interns representing 51 countries
- 45 men and 55 women

*Global Villager Interns come from many diverse backgrounds and experiences. Throughout the years, Villagers have shared their knowledge with each other and have connected with professionals from around the globe. At the Global Village program, our participants listen to, learn from, and share the voice of experience.*

- She works for the European Parliament.
- He established his own company in Slovenia at the age of 22, which has become a market leader in only 10 years.
- She negotiates million-dollar bank loans in Peru.
- He owns and operates an international shipping enterprise in Ghana.
- She is a newly graduated Singaporean engineer who has built houses and a playground for the villagers of Myanmar.
- He is chief counsel for Wal-Mart, Argentina.
- She is the Director of the F.I.E.L.D. Foundation, working in collaboration with the Italian Ministry of Labor to provide unique professional education for local businessmen.
- He is a young Mexican entrepreneur who owns several successful businesses in Mexico City, Cancun, and Monterrey.
- She is a young Israeli computer scientist with several patents already to her credit.
- He is a young Afghani lawyer who helped draft the constitution for the newly democrat government of Afghanistan. He now holds the position of the Head of the Department of Islamic Countries with the Max Planck Institute for International Law in Germany.

## COUNTRIES AND TERRITORIES

AFGHANISTAN  
ALGERIA  
ANGOLA  
ALBANIA  
ANTIGUA AND BARBUDA  
ARGENTINA  
ARMENIA  
AUSTRALIA  
AUSTRIA  
AZERBAIJAN  
BANGLADESH  
BELARUS  
BELGIUM  
BELIZE  
BOLIVIA  
BOTSWANA  
BRAZIL  
BRUNEI

BULGARIA  
BURKINA FASO  
CAMEROON  
CANADA  
CHILE  
COLOMBIA  
COTE D'IVOIRE  
CROATIA  
CZECH REPUBLIC  
DENMARK  
DOMINICAN REPUBLIC  
ECUADOR  
EGYPT  
EL SALVADOR  
ENGLAND  
ESTONIA  
ETHIOPIA  
FRANCE

GEORGIA  
GERMANY  
GHANA  
GREECE  
GUATEMALA  
HONDURAS  
HONG KONG  
HUNGARY  
ICELAND  
INDIA  
INDONESIA  
IRAN  
IRAQ  
ISRAEL  
ITALY  
JAPAN  
JORDAN

KAZAKHSTAN  
KENYA  
KOREA  
KUWAIT  
KYRGYZSTAN  
LATVIA  
LEBANON  
LIBYA  
LITHUANIA  
MACEDONIA  
MADAGASCAR  
MALAWI  
MALAYSIA  
MALI  
MAURITIUS  
MEXICO  
MOLDOVA

MONGOLIA  
MOROCCO  
NEPAL  
NETHERLANDS  
NETHERLANDS ANTILLES  
NEW ZEALAND  
NIGERIA  
NORTHERN IRELAND  
NORWAY  
OMAN  
PAKISTAN  
PALESTINE  
PANAMA  
P.R. CHINA  
PERU  
PHILIPPINES  
POLAND  
PORTUGAL

PUERTO RICO  
ROMANIA  
RUSSIA  
SAUDI ARABIA  
SCOTLAND  
SERBIA AND MONTENEGRO  
SINGAPORE  
SLOVAK REPUBLIC  
SLOVENIA  
SOUTH AFRICA  
SPAIN  
SUDAN  
SURINAME  
SWEDEN  
SWITZERLAND  
SYRIA  
TAIWAN

TAJIKISTAN  
TANZANIA  
THAILAND  
TIBET  
TURKEY  
TURKMENISTAN  
URUGUAY  
UKRAINE  
UNITED ARAB EMIRATES  
UNITED STATES OF AMERICA  
UZBEKISTAN  
VENEZUELA  
VIETNAM  
YEMEN  
YUGOSLAVIA  
ZAMBIA  
ZIMBABWE



# Learn EXPERIENTIALLY



## 2011 PROGRAM

- 40 facilitated courses, 19 international facilitators from 17 different countries
- 7 local business experiences
- 117 companies represented
- 14 consulting projects  
7 international companies
- 15 Companies and 31 Executives in New York City and Washington, D. C.
- 44 Local Executive Visitors



*The experience is unique and the opportunities are abundant. By selecting courses, executive round table sessions, key company visits, a business consulting project, and presenting one's country, interns knowledge of business and industry will be increased, leadership and entrepreneurial skills will be strengthened, and a global network will develop. Learning experiences are individually customized and enhanced through interactions and the many cultures represented among the Global Village interns.*

## PROGRAM COURSES

Global Village is about exposure to some of the most critical topics affecting business. With more than 30 courses presented by international and domestic facilitators, interns discover business trends and best practices found in the global marketplace. Courses provide necessary skills identified by successful leaders and focus in the areas of cultural competency, ideation, creative energy, business and industry knowledge, management skills, leadership skills, and networking trends.

## EXECUTIVE VISITORS

Founded in 1865, Lehigh University has developed a significant number of viable, rewarding, and long-standing partnerships with important leaders in business and industry.

During the Global Village, interns have the opportunity to interact with more than

75 regional executives who represent large and small corporations, family-owned businesses, start-up companies, and sole proprietorships. These interactions are a key feature of the program.

Each week, top level executives visit and interact with the attendees helping to develop understanding of business and the power of a network. Through round table sessions, company tours and program work, business trends are discussed, corporate ventures analyzed and career paths defined. Knowledge is shared and new perspectives are explored. More importantly, our attendees direct the conversation by asking questions, raising objections, offering alternative points of view and discussing the best practices of their respective nations.

Again and again, visiting executives tell us what a rare joy it is to have the opportunity to learn from our microcosm of the world and to teach from their own experiences.

## THE IACocca INSTITUTE WISHES TO THANK THE FOLLOWING BUSINESSES, GOVERNMENT AGENCIES, AND EDUCATIONAL INSTITUTIONS FOR THEIR PARTICIPATION IN GLOBAL VILLAGE 2011

AIC Consulting  
Air Products & Chemicals, Inc.  
Alcatel Lucent  
Alvarez & Marsal Services, LLC  
Ashland Technologies  
Asterion Consulting  
Atlas Machining & Welding, Inc  
Beacon Hotel  
Bed, Bath & Beyond  
Ben Franklin Technology Center  
Bocconi School of Management  
Bracalente Manufacturing Group  
Brey and Krause Manufacturing  
British Petroleum  
Bullpen Capital  
CANU Excellence on Board  
Capital BlueCross  
Caplease  
Caravel Capital Management  
Chrysler Group LLC  
Cigars International  
City Of Bethlehem  
Concord Foods, Inc.  
ConvaTec  
Crayola  
Dauti Law Firm PC  
DBSi, Inc.  
Deeper Dives  
DeltaThermo Energy, Inc.  
United States Department of State

DeSales University  
Deutsche Bank  
Document Conversion Associates  
Dutch Springs  
Eagle Auto Link, LLC  
Elektrikus, Inc.  
Enterprise Systems Center  
Entrepreneurs' Organization  
EnviroBoard Corporation  
Essroc Italcementi Group  
Excent - Ultimate Life Institute  
EYP Architecture & Engineering P.C.  
Flatworld Knowledge  
Forge 3  
FTSE Group  
Geneva Group International  
Gensler  
GlitterLab S.C.  
Global Ark Consulting Inc.  
HCD Research  
Henson Group  
Iacocca Foundation  
Imagemme  
iMotions - Emotion Technology A/S  
Indiana State University  
Innovit Entrepreneurship Center  
Int'l Business Chamber of Commerce  
International Relief & Development Agency  
Iron Pigs

Lehigh University  
Lehigh Valley Cops-N-Kids  
Lehigh Valley Play Therapy Institute  
Lehigh Valley Sporting Clays  
Lord & Taylor  
Lutron Electronics Co. Inc.  
Macaulay Associates Network Ltd.  
Manufacturers Resource Center  
MAPA Group  
MaxKnowledge, Inc.  
Medical Resources Associates LLC  
Meyer Jabara Hotels  
Mid Atlantic Venture Funds  
Millennium Challenge Corporation  
Mind of The Leader, Inc.  
MTSVentures, LLC  
National Management Strategies  
Nestle Waters  
New Jersey Network Public Television  
New Light Learning and Development Inc.  
New York Academy of Sciences  
NI Bureau  
Olympus of the Americas  
OraSure Technologies, Inc.  
PA Angel Network  
Embassy of Panama  
PAR Ltd.  
Pa Dept of Community and Economic Development  
Pentagon

PriceWaterhouseCoopers  
PRIMUS Holding Inc.  
Puritan Products  
PycCyl Inc.  
QNB Bank  
Roman Ventures  
Sands Casino Resort Bethlehem  
Siemens  
Speck Plastics  
Spectrum Global  
Tasty Baking Company  
TBS And Infection Control Company  
Charter Partners  
University of Mary  
The Port Authority of New York & New Jersey  
The World Bank  
Think Creative  
Transportadora Turistica Lopresti S.A. De C.V.  
Tshwane University of Technology  
U.S. Center for Citizen Diplomacy  
Universidade Do Algarve - ESGHT  
United Nations Communications  
United Nations  
Walton Consulting, Inc.  
White and William LLP  
ZAG International Inc.  
Zurcom International (Pty) Ltd

### LEARNING OBJECTIVES

- Increase Business and Industry Knowledge
- Develop Leadership and Entrepreneurial Skills
- Develop Cultural Awareness
- Build a Global Network

### COUNTRY PRESENTATIONS

Business persons are being challenged to operate in an increasingly complex, interdependent, and dynamic global world. To compete and succeed, firms must have knowledge of the Strengths, Weaknesses, Opportunities and Threats effecting various business environments. Understanding the business climate, cultural nuances, and acceptable business practices of countries around the globe is a cornerstone of the Global Village program and provides the foundation for Global Village Country Presentations.

Global Village participants represent their home country by preparing a SWOT Analysis on the climate and ease of doing business in their country of representation. Interns then collaborate with representatives from a non-contiguous country, providing insight on how business may be done across boundaries and borders. A timed presentation of the findings

is provided to staff and fellow interns.

Evaluated by a group of peers, interns receive feedback not only on the content, but also on public speaking skills and the ability to deliver the correct information in a timed, comprehensive and professional presentation.

### BUSINESS CONSULTING PROJECTS

Under the supervision of an external client and program mentor, Global Village consulting teams are challenged to provide an appropriate business solution for an issue or problem faced by an external client. The designs, demands and deadlines are real. Starting with basic project management techniques, interns are immersed in the deadlines, client demands, challenges to overcome time constraints, management of cultural barriers and ultimately, to deliver a set of strongly crafted and unique recommendations. For interns who strive to become senior project managers, or who want to develop project management skills for career growth, these projects provide the opportunity to experience the pressures and to reap the rewards.

### COMPANY VISITS

To further enrich the Global Village learning environment, interns may choose to visit a local company in lieu of attending a facilitated course. Selected companies display cutting edge best practices, new trends or the factors that have led to success. Both small and large companies provide lessons of success in "hands-on" environments. Business leadership share company developments, difficulties,

trends and competitive advantages while interns ask questions that explore insights into the company's growth and development.

To lend to the hands on experience, Global Village interns visit organizations in regional centers of business including New York City and Washington DC. A day trip to New York includes visits to premier businesses and organizations. A multi-day trip to Washington DC provides insight into organizations such as the World Bank, and two, half day trips to organizations centered in the capital of the United States.

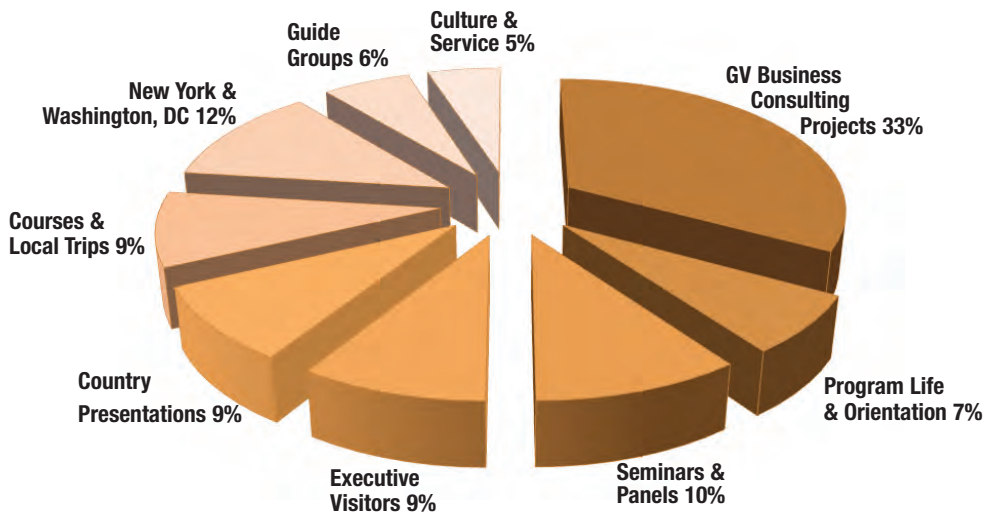
### PANELS

The Global Village provides a series of panel discussions focused on successful business and entrepreneurial practices such as Angel Investor & Venture Capital Funding, Family Business & Succession Planning, Global Business Leadership, and Servant Leadership. A forum where the interns and the executives interact, discuss and debate, sessions are driven by dynamic exchanges, energy, and the interactions of the panelists with each other.

### INTERN-LED SEMINARS

The Global Village staff recognizes that interns need a forum to discuss global topics. Time is built into the schedule to allow for such discussions to take place. Informal group seminars are arranged so interns may share their businesses, hobbies, or skills with peers and staff.

# 2011 GLOBAL VILLAGE Program



## CUSTOMIZATION



“There was no program for young entrepreneurs with this kind of richness and diversity. SO WE BUILT IT.”

● **RICHARD M. BRANDT**  
*Director, Iacocca Institute® and Global Village for Future Leaders of Business and Industry® program.*

*The Global Village provides an experience that is unique to each participant. Interns develop a set of goals and work with their personal guide to choose the curricular elements that will help them advance in their work, career and life. With so many opportunities, interns quickly learn the value of time management and decision making skills.*

### SCHEDULE

The six week schedule includes 6 specialized course, 12 opportunities to meet local executives, 4 themed panel sessions, over 60 hours of team project work, 25 country presentations, several seminars, 3 cultural exchange events, negotiation simulations, service projects and visits to New York City and Washington, DC. With so many choices and variables in the schedule, the experience is rich and unique. Learning experiences are customized based on the courses selected, the executive meetings chosen, and the company visits attended. Each year the program introduces new executives, facilitators, and courses to the curriculum to stay in front of business trends, and to develop tested and proven skills. Lastly, team dynamics and interactive sessions add a cross-cultural component to the learning experiences.

### GUIDES

To assist interns with their choices and to optimize the Global Village experience, the candidate manager assigns each accepted applicant a Guide. Chosen from the ranks of our alumni, Guides collaborate with interns to design a unique program of custom choices

that match the intern's objectives. Focused on goal attainment, Guides provide interns with assistance in developing short and long-term goals, and then an action plan to achieve those goals.

### CULTURAL UNDERSTANDING

Living, working and learning together provide our interns with a microcosm of the world during the Global Village program. Interns represent various academic majors, professions, countries, ages, and cultures—a tapestry of diversity. Each intern is encouraged to bring a formal national dress, as well as anecdotes, songs, poems, and other evidence of their cultural heritage. Music or films about their country or region on CD-ROM, audio tape, or DVD-VHS video are also welcome. The Global Village will offer many opportunities to share, celebrate, and understand the value and majesty of international diversity.

To encourage social interaction across cultural barriers and to enhance this multicultural experience, interns share a room in on-campus dormitory housing. The dormitory provides a family-style common kitchen, living rooms, dining areas and common area for social and cultural functions.

# SAMPLE PROGRAM SCHEDULE

SUNDAY JUNE 24	MONDAY JUNE 25	TUESDAY JUNE 26	WEDNESDAY JUNE 27	THURSDAY JUNE 28	FRIDAY JUNE 29	SATURDAY JUNE 30
Campus Tour(Guide Led)	Village Meeting	Survival Team	Residence Meeting	Village Meeting	Teambuilding Activity	
Guide Lunch w Interns	Program Orientation	Project Orientation	Comm Ldshp Workshop	Project Client Meeting	Dutch Springs	
Taste of the Village	Guide Advising Sessions and Lunch	Team Lunch	Lunch Break	Project Team Meeting		
Expectations Session			Project Meeting		Grocery Trip	
Guide Advising Sessions	Alumni Panel	Managing Your Project		<i>Intern Registration Complete</i>		
Speed Networking	Opening Dinner		GVEIR Mixer			
JULY 1	JULY 2	JULY 3	JULY 4	JULY 5	JULY 6	JULY 7
	Village Meeting		Project Meeting	Executive Introductions	Residence Meeting	
	Program Courses	New York City Work Sessions			*Country Presentations Due	
	Lunch Break			4th of July Games		Program Courses
	Simultaneous Panel Session			Project Meeting	Lunch Break	
	GVEIR		Culture Night 1		Globalization	
JULY 8	JULY 9	JULY 10	JULY 11	JULY 12	JULY 13	JULY 14
	Village Meeting	Executive Introductions	Village Meeting	Executive Introductions	Residence Meeting	
	Program Courses	Executive Roundtable Session #1	Program Courses	Executive Roundtable Session #1	Culture Simulation	
	Lunch Break	Session #2	Lunch Break	Session #2	Lunch Break	
		Lunch Break	Culture Simulation & Negotiations (All)	Lunch Break	Intern Led Session - Optional	
Culture Night 2	Country Presentations	Country Presentations	GVEIR Resource Session	Project Day	Grocery Trip	
JULY 15	JULY 16	JULY 17	JULY 18	JULY 19	JULY 20	JULY 21
	Village Meeting	Executive Introductions	Village Meeting	Executive Introductions	Residence Meeting	
Miracle League Servant Leadership Project	Program Courses	Executive Roundtable Session #1	Project Meeting	Executive Roundtable Session #1	Program Courses	
	Lunch Break	Session #2	Lunch Break	Session #2	Lunch Break	
	Country Presentations	Lunch Break	Simultaneous Panel Session	Lunch Break	Assessment Center Seminar	
		Country Presentations	GVEIR Success Stories	Project Meeting	Panel: Visa Legalities	
					Grocery Trip	
JULY 22	JULY 23	JULY 24	JULY 25	JULY 26	JULY 27	JULY 28
	Executive Introductions	Village Meeting	Trip to Washington DC	Trip to Washington DC	Trip to Washington DC	Grocery Trip
	Executive Roundtable Session #1 Session #2	Project Day				Project Day
Culture Night 3	Lunch Break	Closure Document Introduction				
	Intern Led Session - Optional	Closing Speech Trials				
JULY 29	JULY 30	JULY 31	AUG 1	AUG 2	AUG 3	AUG 4
	Residence Meeting	Client Project Presentations	Global Village Fun Day	Village Meeting	Village Meeting	Program Check-Out
	Project Day	Project Team Debrief		Panel: Leadership	Private Closing	
				Program Debrief	Closing Dinner	
				Introduction to the GV Network		
				Yearbook Introduction		

## OTHER PROGRAMS OF THE IACOCCA INSTITUTE®

### GLOBAL VILLAGE ON THE MOVE PROGRAMS

Global Village on the Move programs are mobile versions of Lehigh University's highly acclaimed Global Village for Future Leaders of Business and Industry® program that offers an international experience in combination with a professional level educational experience. Programs provide a flavor of the local business culture and regional business landscape, in locations throughout the world. Past programs have been held in Peru, Spain, Australia, UAE, and Malaysia and future programs are scheduled for Italy, China and Panama. For more information, visit [www.iacocca-lehigh.org](http://www.iacocca-lehigh.org) and click on the Global Village on the Move program page or contact Trisha S. Alexy, US Managing Director at [tsa2@lehigh.edu](mailto:tsa2@lehigh.edu).

### LEE IACOCCA INTERNATIONAL INTERNSHIPS

Lehigh University's Lee Iacocca International Internship program provides robust international internship opportunities for Lehigh University students. Beginning with a six to eight week, carefully monitored and practical international work, service or research experience, the program provides on the job training with a cultural immersion experience. Interns are led by a foreign supervisor and engaged in a

project or activity that is tied to their career aspirations, specific learning goals and defined outcomes. Carefully matched through a selection process, the intern and company's goals are aligned to produce a positive and successful experience. For additional information, contact Carol S. Ham, Director, at [csh205@lehigh.edu](mailto:csh205@lehigh.edu).

### PENNSYLVANIA SCHOOL FOR GLOBAL ENTREPRENEURSHIP

Lehigh University hosts this unique learning program each summer to educate 74 top high school students from America and around the world. The four week experiential program focuses on the topics of global entrepreneurship, leadership, innovation, creativity, and doing business around the world. Students participate in core and focus courses, country presentations with international students, large and small group seminars and workshops, and visit businesses in New York City, Harrisburg and the Lehigh Valley. One of the highlights of the program includes PSGE student marketing/business plan team projects with local business partners. To date, over 700 American and international students have participated in the PSGE program.



# a global EXPERIENCE



*After the pilot program for the Global Village in 1997, Lee Iacocca said, "In a changing world, a first step toward leadership is taking advantage of a genuine opportunity. A second step is recognizing others that do the same." This summer, the door to that network opens again as 100 more interns will join over 1435 interns from 125 countries. The entrance is through the Iacocca Institute. Are you ready to take the first step?*

## FOR FURTHER INFORMATION:

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## THE GLOBAL VILLAGE

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## THE IACOCCA INSTITUTE®

Jointly founded in 1988 by Lee Iacocca and Lehigh University, our mission is to increase the global competitiveness of businesses and organizations. We are dedicated to cultivating the potential of individuals by empowering the leaders of today and tomorrow.

## LEHIGH UNIVERSITY®

Lehigh University's majestic campus is considered one of America's most beautiful. Founded in 1865, Lehigh is a co-educational, non-denominational, private university located a little more than an hour's car ride from New York City. Its picturesque 1600-acre wooded campus is built on the side of a small mountain in historic Bethlehem, PA, USA. Lehigh is located within a thriving economic and cultural corridor of the eastern United States.

## QUALIFICATIONS

The Iacocca Institute is looking for highly motivated, unique and well-rounded individuals with a vision and a sense of mission. Academic excellence should be balanced with leadership experience. The program is conducted in English and fluency is required.

## TUITION: US \$6,995

Tuition fees include education materials, six weeks of housing, and excursions to New York City and Washington, D.C. Limited partial scholarship opportunities are available. Travel to and from Lehigh University and meal expenses are NOT included in the tuition costs.