

BECOMING MORE MARKETABLE IN THE GLOBAL ECONOMY

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You can cultivate valuable global appeal and achieve a healthy and purposeful separation from your colleagues using three principal strategies: **Exposure, Awareness, and Relevance**.

Exposure

An ominous flaw of American culture is its myopic view of itself. American educational standards are antiquated; they are U.S. centric and based on the linear premise that countries are self-contained. However countries today are growing more interdependent. Americans are groomed to only be fluent in English and to saturate themselves in American culture while operating in ignorance and judgment of other cultures. The antidote for you to break from this marginality is **Exposure**. Formal and informal exposures to the concept of globalization are valuable and will increase your marketability.

Business students learn that companies usually equip their associates with cultural sensitivity before sending them overseas. Exposure to proper etiquette prevents negative interactions between expatriates and locals. Lessons might include how Muslim men customarily do not shake hands with women; that it is rude to expose the soles of your feet; and that traditionally business operations are significantly altered, if not shut down completely, during observation of Ramadan. These traditions may or may not still apply today – yet the idea is that knowing the differences between your culture and someone else's that you are hoping to do business with highlights your sensitivity and competence. It also helps you avoid damaging your company's reputation. Even small details like awareness of time zones can have an impact.

Like me, you may be fortunate to have friends who live in the U.S. by way of other countries. My friends have afforded me informal knowledge through discussions and observations of their lifestyles and habits. I was impressed to encounter a Senegalese acquaintance that is fluent in: Arabic, English, French, Peul, and Wolof. People who are able to communicate with others through multilingualism have a distinct marketable advantage over others who are limited only to English.

Moreover, I have observed that my international friends stay connected with world events; they are not solely concerned with U.S. events. They read multinational newspapers online daily to stay apprised of news around the world. I believe that these behaviors reflect a more balanced and realistic outlook of our world compared with the stereotypical behaviors of many American workers. These actions underline the awareness that the world is a sum of many parts; not a composition of individual all-encompassing countries existing in isolation.

There are many opportunities for you to increase your exposure and therefore marketability. Some effective options are: to learn multiple languages; read international newspapers; take an overseas business assignment; obtain a passport and travel for leisure; travel vicariously through reading books, magazines, and online articles; and connect with various ethnic groups. Furthering your education is also another valuable and recommended way to increase your exposure.

Awareness

Globalization is the integration of national economies and cultures. Although international trade has become common stance, we have not reached a point of absolute integration. Diversity and variability in the global economy remains and it is a fact that things will evolve. You can garnish improved marketability and substantial success when you engage the strategy of **Awareness**. The strategy of Awareness involves:

- 1) Sharpening your knowledge of global market trends through research.
- 2) Honing your insight aptitude through increasing your faculty to identify trends that are sustainable and probable.
- 3) Exploiting global market trends during their formative years.

When a business is able to get ahead of a popular trend it positions itself to capture a significant market share. In employment terms, an individual is able to position him or herself as an expert in a field and merit a premium rate. Green technology is a major current trend that is both sustainable and probable to endure and reshape the future. This is an opportune time to obtain education, training, and/or experience in this emerging field. Early entry will increase the likelihood of securing premium technical, managerial, and executive prospects that could yield considerable compensation, upward mobility, and tenure.

Relevance

Relevance, a strategy in itself, is also the coalescent that fuses the individual strategies into efficacy. Relevance is showcasing your distinguished portfolio of knowledge, skills, and abilities that you have cultivated through *Exposure*, and are pursuing as a result of your keen *Awareness*...In a manner that galvanizes your audiences' excitement about you; pronounces clear and direct associations of how you are the solution to others' needs; and stimulates perceptions of synergies achievable from affiliation with you, as well as the benefits resulting from those synergies.

If you desire to increase your marketability, consider strategies beyond the common strategies that may put you ahead of just a few candidates. When you take action on expanded thinking, you expand your prospects geographically, monetarily, experientially, and influentially.