

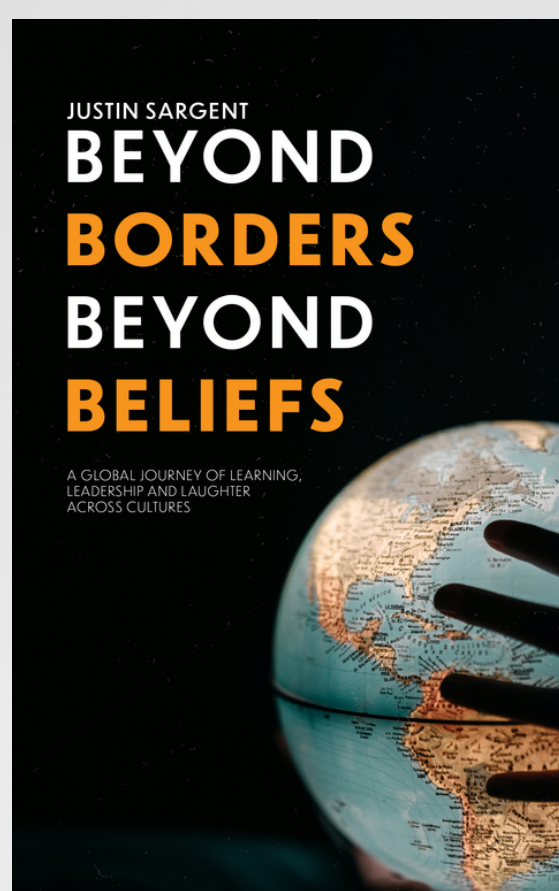
CULTURAL IGNORANCE HAS A HARD COST

**SPEAKER
IN 20+
COUNTRIES**

Organisations that build
cultural intelligence around
the business moments that
matter grow their margin

JUSTIN SARGENT

Global Business Leader
International Speaker | Author



The Cultural Intelligence Opportunity

Cultural intelligence is often dismissed as a “nice to have” by corporate leaders. Instead they focus on building diversity in their teams, believing that drives better decision-making.

However the sobering truth is that improving diversity alone worsens team dynamics, and without corresponding increases in cultural intelligence, performance actually declines.

That’s because our biggest human limitation is what we believe to be normal. The Cost of Cultural Ignorance is the value lost when we assume that the behaviours, expectations and ways of working that are normal to us will work equally well everywhere.

Justin’s research estimates that up to \$2Tn is lost by businesses every year through cultural intelligence gaps, and for most organisations, even moderate shifts in cultural intelligence and behaviours can unlock significant margin expansion.

BEYOND™ Ignorance

BEYOND™ Ignorance is an offering that improves the cultural intelligence for organisations and its people.

Run by Justin Sargent in a variety of different formats, Justin draws on compelling personal and business examples from his 30+ years corporate career working in senior roles for multi-nationals around the world.

Leveraging his proprietary BEYOND™ framework, Justin’s uniqueness lies in the fact that he shapes his cultural intelligence lessons and inspiration around **the real business moments that matter**, as that is where the growth truly happens for organisations.

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Thank you Justin for
sparking so many
light bulb moments!

Laura Robbie, CEO Asia
Pacific and MENA,
YouGov

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The BEYOND™ Framework

BEYOND™ is a practical framework for leaders and organisations to build cultural intelligence and reduce the cost of cultural ignorance. It is grounded in real-world international business experience and backed up by the latest and greatest of academic research in the space.



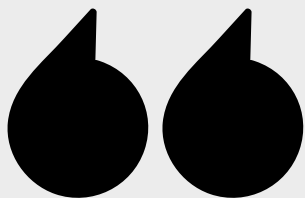
	Concept	Business Moments that Matter
Broaden Your Perspective	See the world through others eyes	Improves strategy, innovation and market decisions by challenging assumptions and bringing different perspectives into decisions.
Ecosystem	Understand the world around the person	Improves market entry, customer strategy and execution by understanding the wider context shaping behaviour and choices.
Your Words	Communicate for them, not for you	Improves leadership, sales and collaboration by reducing misunderstanding and making communication more effective across cultures.
Order & Influence	Know how decisions really get made	Improves negotiation, stakeholder management and execution by identifying where authority and informal influence actually sit.
Nurture Trust	Build trust before you need it	Improves relationships, partnerships and team performance by building the trust needed to collaborate, influence and move faster.
Duality	Know when to adapt – and not	Improves leadership, governance and localisation by balancing cultural adaptation with organisational values and personal authenticity.

Delivery Formats

BEYOND™ Ignorance can be delivered as an engaging keynote, as a leadership round table interaction or as an immersive one-day workshop.

Keynote	Workshop
A high-energy introduction to the Cost of Cultural Ignorance and the six BEYONDTM behaviours.	An interactive day that moves from awareness to diagnosis, practice and action.
Uses real stories from a 30+ year international business career to make cultural intelligence memorable and commercially relevant.	Participants explore each BEYONDTM behaviour through discussion, exercises, scenarios and real organisational challenges.
Ideal for leadership conferences, global meetings, off-sites and customer events.	Teams identify where cultural friction is creating cost across decisions, execution, talent, trust and growth.
Participants leave inspired to take action, with a practical lens for recognizing cultural blind spots and adapting how they lead/interact.	The day concludes with individual and organisational action plans to reduce the Cost of Cultural Ignorance

The **leadership round table format** can be customized to requirements, typically it is 1-2 hours in duration, starts with an overview of the costs of cultural ignorance and how to improve through the BEYONDTM framework, and then opens into a leadership team discussion of relevant topics such as how can we improve working dynamics with global HQ, how can we more easily gain buy in to strategic initiatives, what behaviours should we focus on as leaders to role-model change.



His story-telling is second to none, it's easy to understand why Justin is such an in-demand international keynote speaker

Dean Richardson, Global Markets Operations Head, Nielsen



Why Justin Sargent?

Business experience first. Justin is a global business leader and board advisor with more than 30 years' experience in leading global multi-national organisations. His career has taken him from Procter & Gamble to senior global and Asia-Pacific leadership roles at Nielsen/NielsenIQ, including President of Asia Pacific and Global President of Commercial Strategy. He has lived and worked in UK, Australia, India, Switzerland, China and Singapore, leading large, diverse organisations across developed and emerging markets. His experience includes leading approximately 10,000 employees across Asia Pacific, leading business units with revenues up to \$1Bn and navigating the practical realities of customers, teams, transformations and leadership across cultures.

Renowned International Speaker and Author Justin has spoken in 20+ countries and is an Amazon best-selling author. His book, Beyond Borders, Beyond Beliefs: A Global Journey of Learning, Leadership and Laughter Across Cultures, turns more than 30 years of international experience into candid, humorous stories and practical lessons about cultural intelligence, leadership and adapting to unfamiliar environments.

Outstanding Delivery and Professionalism Justin's blend of story-telling and humour, combined with deep insights from his global career backed up by the latest cultural intelligence research, ensures cultural intelligence is closely connected to the realities of corporate business life. He is easy to work with, has outstanding stage presence and delivery and will leave attendees feeling both inspired and informed enough to turn cultural differences into a source of growth.

If you are a leader or event organizer looking for an inspiring & accomplished speaker who can move mindsets and connect cultural intelligence to real financial outcomes, then please reach out.

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“ Justin is one of the best leaders I've had the opportunity to work with, he makes teams better in almost every way

Michael Alicia, Chief
Chief Human Resources
Officer, Epiq

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