

GLOBAL CONTEXT COMPANY BACKGROUNDER

Understanding world cultures is a necessity to cultivate long-term relationships in today's global economy. Global Context is a consulting and training company with a mission to provide executives with the insight and tools for negotiating unfamiliar business landscapes and challenges to get results.

Global Context www.global-context.com was founded in 2005 by its current CEO Stuart Friedman. It's located in the San Francisco Bay Area serving clients worldwide. Prior to founding the Company, Friedman held senior management positions in marketing and business development at Fortune 500 companies such as Honeywell, Intel and Texas Instruments before a leading role as vice president and general manager at Terayon Communication Systems. These experiences led him to collaborate with colleagues from diverse backgrounds and perspectives. Friedman saw firsthand the impact that a misunderstanding of business culture can have on a company's cohesiveness and profitability. This need for proper corporate education and communications training led him to create Global Context.

In 2016, the firm launched the Orator App Suite™ - including OratorPro™, OratorPro Plus™, OratorLive™ and OratorCue™. The Orator App Suite are the first mobile apps to use real-time feedback from a live audience to improve a speaker's presentation skills and effectiveness based upon Friedman's decades of international experience in the corporate world at leading high technology companies.

Today's multicultural U.S. workforce presents many challenges in the home office not just overseas. Also, with the prominence of mergers and acquisitions, it's important that corporate culture is not overlooked. This all manifests with employee engagement at the macro level in addition to daily activities like team collaboration, effective presentations, sales strategy and negotiations. The Company enables clients to realize improved business performance. Its approach, based in cognitive psychology, helps its easily implementable training methods resonate and modify behavior. Global Context's past clients include Apple, Microsoft, LinkedIn, Lockheed Martin, Genentech and Coldwell Banker. It foresees opportunities within the U.S. government and the health care industry since both are challenged with issues concerning internal and external cross-cultural partners.

Through **interactive executive coaching, speaking engagements and high-impact customized training programs**, Global Context works closely with executives and teams to develop clear answers and get successful results.

Examples of the challenges Global Context helps clients overcome include:

- *The 10 Most Frequent Signs That Cultural Differences Are Impacting Your Results.*
- *Why Companies With Proactive Diversity Initiatives Have Employee Trust Issues.*
- *About Face - Understanding The Many Ways in Which "Saving Face" Impacts Employee Engagement.*
- *When Encouraging Employees To Speak Up Doesn't Work - Why It's Steeped With Cultural Bias and How to Appeal to a Diverse Workforce.*
- *"They Speak The Same Language As We Do" and Other Myths About Why There Aren't Any Cultural Differences in Your Company.*
- *When Giving Business Cards with Two Hands is The Best (Or Only) Advice You've Been Given - The Things Your Company Never Told You about Working with People from Other Cultures that Matter the Most.*
- *The 12 Ways That Cultural Differences Will Kill a Deal or Break a Relationship Even When You Know All About Their Greetings, Business Dinners and Etiquette.*

For More Information Visit: Global Context: www.global-context.com | OratorPro: www.oratorpro.com
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