

THE **GLOBAL** EXEC.

**THE 6 STAGES
OF A SUCCESSFUL
BUSINESS IMMERSION**





ABOUT US

We're a global connector for innovation and corporate growth pairing businesses with international experts, communities and changemakers. We facilitate the procurement of new ideas, external expertise, exchange of best practices and sharing experience to create lasting change, industry solutions and galvanize teams.

- **24 years'** experience crafting immersive learning programs
- With an accessible network of **25,000+** industry leaders
- Across **145+** international destinations

Tap into our global network of industry experts, academic institutions, government bodies, start-up communities, and NGOs to spark change at your organization.

An aerial photograph of a city, likely New York City, taken from a high vantage point. The image is heavily filtered with a warm, golden-orange color, suggesting a sunset or sunrise. The city's buildings are densely packed, and the sky is filled with soft, glowing clouds. A prominent white rectangular box is centered in the upper half of the image, containing the main headline in bold white text.

A BUSINESS IMMERSION IS AN INSPIRATIONAL MULTI-DAY TRIP.

**Ultimately, a professional travel experience packed with visits to top businesses,
eye-opening cultural experiences, networking opportunities and relationship
building in destinations of your choice.**

#1 GET TO KNOW THE POTENTIAL OF A BUSINESS IMMERSION

With an increased emphasis on employee retention during 'the great resignation'. These travel programs, often used as incentives or rewards, are **functional ways to be even more competitive in the job market**, evidentially redefining your employer value proposition.

Organizations are also realizing the potential of these travel experiences as an **unbeatable learning tool**. They heighten motivation, engagement, inspiration and spark a 'mindshift' that's changing the way top global companies approach their L&D strategy.

What else is in it for both the employees and the company?

- Deepen knowledge and understanding of how foreign businesses work
- Boost growth by gaining new ideas and innovative thinking
- Grow relationships and boost team connectivity with colleagues
- Develop skills to lead high performing teams
- Return with new insights from external, international advisors

**48% OF L&D PROS
EXPECT AN INCREASED
BUDGET IN 2023**

Source: <https://learning.linkedin.com/>

FOCUS AREAS OF LEARNING & DEVELOPMENT

Percent who selected the focus area as one of their top three choices in 2023

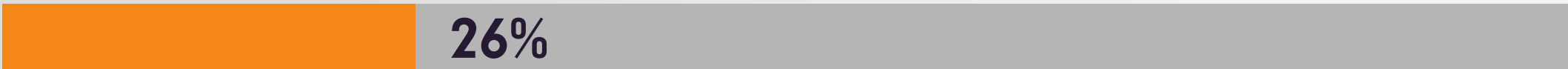
Leadership and management training



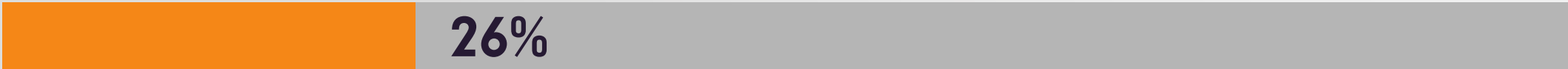
Upskilling and reskilling employees



Digital upskilling / digital transformation



Diversity, equity, and inclusion



**72%
focused on skills**

Source: <https://learning.linkedin.com/>





#2 ENVISION YOUR IMMERSION

- Design the trip with the view to deliver business value and tackle your current industry and leadership challenges
- Consider the relevance of destination's industries (tech in Silicon Valley, Smart Energy in Dubai etc.)
- Take into account the participants' background, skills and expectations
- Consider your network in the destination. Can you fulfill the visits and expectations on time?
- Partner with a local logistics provider to assure smooth and flawless execution with local expertise
- Include cultural elements to ensure a fully immersive experience in the destination to gain cross-cultural understandings

#3 CONSIDER THE CHALLENGE

“I think we can manage it on our own”

When you work with an external provider, you gain professional staff with expertise to do the legwork. Freeing your capacity, so you can focus on other aspects of your business.

“We can handle the workload”

Running an engaging immersion is tricky, especially when that work is amongst only a few internal employees. Enjoy the peace of mind of having a professional approach to your excursion, rest assured they'll handle everything.

“It would be cheaper to do it in-house”

There's a cost to having employees take on the extra responsibilities when planning and executing group travel internally. If you look at the cost of running an immersion versus the knowhow and connections of using an experienced provider, it rarely ever makes good financial sense to do it on your own.



#4 PICK A PROVIDER OR DO IT IN-HOUSE

Take into account all the benefits that come with using a provider like ourselves. There's a multitude of benefits that come with opting to outsource the creation of your immersion.

	The Global Exec.	Internal method
Access to the means to create a travel program	✓	✓
A fully customizable approach	✓	✓
Administration portal for participant management	✓	✗
The capacity to handle the logistics and planning	✓	✗
24/7 on-the-ground support	✓	✗
Experience in 145+ destinations worldwide	✓	✗
A personalized, on-the-go mobile app	✓	✗
Destination managers/team with local knowhow	✓	✗
A global network of 25,000+ speakers	✓	✗
A designated TGE representative	✓	✗

#5 IMPLEMENT A PROVEN METHODOLOGY

Crafting an immersion is not just about choosing the destination. The content, access to local businesses and experts is vital to ensure your group maximizes their excursion. Having access to the most inspirational businesses, start-ups and entrepreneurs is paramount in achieving the most from your trip.

To guarantee all these components are included, a provider with a specific, proven approach will ensure their implementation into your trip. **We utilize our own unique Methodology for each immersion.** Thanks to our 24+ years on the market, we have an extensive network of professionals, across 6 continents.



#6 RELY ON AN EXPERIENCED TEAM

In the run up to your departure things move fast, and unforeseen surprises can crop up. For us, it's our **24+ years in the industry taking 50,000+ participants on programs across 6 continents** that has taught us preparation is everything and it certainly pays off!

In this final stage, it's important to be prepared and to know what can occur when on the ground. So, we wanted to share some tips and tricks as well as how we approach the action stage of an immersion.



Pre-trip planning:

Our designated program manager arrives a few days prior to the group to get familiar with the destination, check accommodation, do some last-minute itinerary checks with logistics partners and speakers. They then manage the airport pickups and streamline hotel check-ins

Safety protocol in place:

Throughout our years of experience, we've seen it all from volcanic ash clouds to crisis situations. Ensuring our comprehensive safety protocol will keep the group safe and the program running. This means experienced team members with situational training, so we're ready if an unlikely situation arises.

There for you 24/7:

Our Travel Zone app makes us stand out, keeping participants informed about their schedule with itinerary updates, speaker bios, company info, contact details, etc. Not only this but our on the ground team are available 24/7 with the group and for anything they might need.

Know the emergency contacts:

Our team is first aid trained but that's not everything. Thanks to local knowhow we have all the emergency contacts needed, know the closest hospitals, pharmacies, embassies, testing centers and translators if needed.

Flexibility is crucial:

Last-minute changes can happen when traveling. Perhaps a business visit is affected, or we need to switch from in-person to a virtual format. Not a problem, our network means we always have visits, speakers and venues in reserve.

Evaluation improves:

When the group arrives home, they'll get the chance to reflect and evaluate the whole trip via survey. They can also rate each session as it happens via the app. It's our way of making sure we continue to provide unbeatable global experiences in every aspect.

CONTACT US



Monika Macenauer
Head of The Global Exec.

macenauer@theglobalexec.com

Mobile: +420 778 481 682

SEE OUR REFERENCES

A woman's profile is shown in a light, ethereal style. Inside her head, a detailed cityscape with various skyscrapers and buildings is visible, suggesting global connectivity and business. The background is a soft, light blue gradient.

THE GLOBAL EXEC.

www.theglobalexec.com