



**G**LOCAL

Global delivery on a local scale

# Thought Starters

1. Global Learning – Local Implementations
2. Uniform Arbitration - One-Size-Fits-All does not fit
3. Localization is the Key



# Global Learning Local Implementations



# Global Ideation to Local Implementation



## Global Solutions

Access to global thought leadership and best practices from other markets



## Cultural Sensitivity and Local Relevance

Personalization ensures that learning initiatives resonate with local cultures and practices, enhancing engagement and effectiveness among diverse teams.



## Localized Support Networks

Local champions or mentor network can facilitate knowledge sharing and provide tailored support, reinforcing the global initiative while addressing regional challenge.



## Standardized Protocols

Uniform execution protocols across teams & regions to ensure consistency in skills and competency building regardless of location.

**Uniform Arbitration:  
One-Size-Fits-All  
Does not Fit**



# Uniform Arbitration

Diverse  
Learning Pace

Lack of  
Personalization

Cultural  
Difference

Contextual  
Difference

Resource  
Disparities

Pedagogical  
Challenges

Standardized  
assessments

Adaptability

# Opportunity Cost = Benefit of the best alternative not chosen - ROI of the chosen alternative

## Situation:

Jack, Regional Sales Manager in Hong Kong, can work on the job for six months to build a network with customers, which will help the business earn \$30,000.

However, Jack goes through a training program on how to build a network that was designed for US market. The business invests \$8,000 as his tuition fees along with T&E budget to go to the location to get upskilled.

He comes back after 2 weeks and starts implementing what he learned. He asked for external mentor to help him build connections which costed \$2,000 for a 2-month program. Within 6 months, he was successful in putting potential business contracts.

$$\text{Opportunity Cost} = \$30,000 - (-(\$8,000 + \$2,000)) = \$40,000$$

Variables decisive for opportunity costs

- Monetary Value
- Time
- Relevance
- Satisfaction or Quality

The calculation of opportunity costs helps to evaluate the relative advantages and disadvantages of different alternatives. While implementing global programs, apply the local lens to see the Opportunity cost.

# Localization is Key



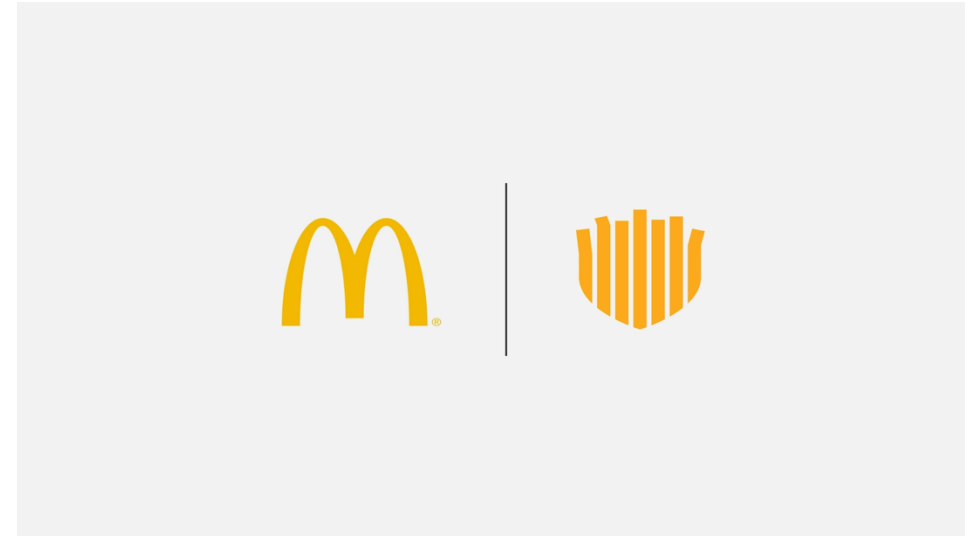


**McDonald's operates Hamburger University**, a global training program that educates its managers and franchise owners. To ensure the program is adopted and effective across different regions, McDonald's implements several strategies:

**1. Localization:** The curriculum is tailored to reflect local market conditions and cultural preferences. This means the content is not only **translated** but also adjusted to emphasize **locally relevant case studies** and examples, ensuring that the learning is applicable to the specific challenges of each region.

**2. Local Champions:** McDonald's identifies and trains **local leaders** within each region to serve as instructors. These individuals understand the **local context** and can provide guidance and mentorship to participants, **bridging the gap between the global curriculum and regional execution**.

**3. Diverse Communication Channels:** To promote the program, McDonald's uses a blend of communication strategies, including **regional workshops**, **online platforms**, and **local events**. This multi-channel approach helps ensure that the learning opportunities are accessible and engaging for participants across different regions.



**By localizing content, engaging local champions, and employing diverse communication strategies, we can ensure the success and adoption of global learning programs in various regional offices.**

Let us connect and keep the conversation flowing

