

THE GLOBAL VILLAGE

for future leaders of business and industry®



Iacocca Hall

June 27 - August 1, 2015

Iacocca Institute
Office of International Affairs
Lehigh University
Bethlehem, Pennsylvania, USA



become a GLOBAL LEADER



CORE AREAS

- Leadership
- Entrepreneurship
- Business & Industry Best Practices
- Global Networking
- Career Path Development
- Cultural Awareness

The Global Village for Future Leaders of Business and Industry® program is a leadership development experience like no other. We believe that ethical leadership matters. We believe that knowledge of business and industry, skills in leadership and entrepreneurship, and the development of a powerful global network are essential to success. We recognize the importance of cultural values and believe that effective leaders break down negative barriers. We believe that the Global Village is the place where future leaders of business and industry are created.

THE GLOBAL VILLAGE for Future Leaders of Business and Industry® is an applied leadership, management, and cross-cultural training program. It is designed for experienced young professionals and advanced students who share the dream of building a leadership career in business and industry, and who want to form an active and lasting global network.

Through program courses, topic-specific panels, networking sessions, company visits, consulting projects and cultural experiences, Global Village interns learn new tools and gain insightful perspectives that are essential to becoming successful leaders. During the intensive five-week program, interns find themselves amongst a diverse group of over 100 individuals, coming from more than 50

countries, representing a myriad of cultures, speaking a multitude of languages, and offering unique insights based upon their own background, education and experience.

The Global Village is truly unique. The program requires no academic prerequisites and delivers no traditional grades. Interns attend “learning experiences,” not “classes” and “discussions,” not “lectures.” Interns establish their own goals and objectives and work with program staff to map a customized and experience-based action plan.

NETWORK OF 1750 YOUNG PROFESSIONALS FROM 133 COUNTRIES AND TERRITORIES AROUND THE WORLD.



the GLOBAL VILLAGER



2014 GLOBAL VILLAGE

- 89 interns representing 42 countries
- 48% women and 52% men

Global Villager Interns come from many diverse backgrounds and experiences. Throughout the years, Villagers have shared their knowledge with each other and have connected with professionals from around the globe. At the Global Village program, our participants listen to, learn from, and share the voice of experience.

- She is an attorney who formerly worked for the Panama Canal Authority and now works with PLAN, one of the largest children's development organizations in the world.
- Born in Kyiv Ukraine, he is the Operations Manager at eBay, Inc.
- She founded her own consulting business in her home country of Belarus, On Foot Branding Studio and was one of the organizers of the AD.NAK!, Belarusian Festival of Marketing and Advertising.
- He is a young Mexican entrepreneur who owns several successful businesses in Mexico City, Cancun and Monterrey.
- She negotiates million-dollar bank loans in Peru.
- He is Vice President and Latin America Regional Ethics Officer at Walmart Stores Inc.
- She is currently working as a Youth Program Officer at Society for International Education in her home country of Pakistan where her expertise includes exchanges and teacher-student training.
- He owns and operates an international shipping enterprise in Ghana.
- She works for the European Parliament.
- He is a young Afghani lawyer who helped draft the constitution for the newly democratic government of Afghanistan. He now holds the position of the Head of the Department of Islamic Countries with the Max Planck Institute for International Law in Germany.
- She is a young Israeli computer scientist with several patents already to her credit.

COUNTRIES AND TERRITORIES

AFGHANISTAN
ALBANIA
ALGERIA
ANGOLA
ALBANIA
ANTIGUA AND BARBUDA
ARGENTINA
ARMENIA
AUSTRALIA
AUSTRIA
AZERBAIJAN
BAHRAIN
BANGLADESH
BELARUS
BELGIUM
BELIZE
BOLIVIA
BOTSWANA
BRAZIL

BRUNEI
BULGARIA
BURKINA FASO
CAMBODIA
CAMEROON
CANADA
CHILE
COLOMBIA
COSTA RICA
COTE D'IVOIRE
CROATIA
CZECH REPUBLIC
DENMARK
DOMINICAN REPUBLIC
ECUADOR
EGYPT
EL SALVADOR
ENGLAND
EQUATORIAL GUINEA

ESTONIA
ETHIOPIA
FRANCE
GABON
GEORGIA
GERMANY
GHANA
GREECE
GUATEMALA
HONDURAS
HONG KONG
HUNGARY
ICELAND
INDIA
INDONESIA
IRAN
IRAQ
ISRAEL
ITALY

JAPAN
JORDAN
KAZAKHSTAN
KENYA
KOREA
KUWAIT
KYRGYZSTAN
LATVIA
LEBANON
LIBYA
LITHUANIA
LUXEMBOURG
MACEDONIA
MADAGASCAR
MALAWI
MALAYSIA
MALI
MARTINIQUE
MAURITIUS

MEXICO
MOLDOVA
MONACO
MONGOLIA
MONTENEGRO
MOROCCO
NEPAL
NETHERLANDS
NEW ZEALAND
NIGERIA
NORTHERN IRELAND
NORWAY
OMAN
PAKISTAN
PALESTINE
PANAMA
P.R. CHINA
PERU
PHILIPPINES

POLAND
PORTUGAL
PUERTO RICO
ROMANIA
RUSSIA
SAUDI ARABIA
SCOTLAND
SERBIA
SINGAPORE
SLOVAK REPUBLIC
SLOVENIA
SOUTH AFRICA
SPAIN
ST. MARTIN
SUDAN
SURINAME
SWEDEN
SWITZERLAND
SYRIA

TAIWAN
TAJKISTAN
TANZANIA
THAILAND
TIBET
TRINIDAD & TOBAGO
TURKEY
TURKMENISTAN
UKRAINE
UNITED ARAB EMIRATES
UNITED STATES OF AMERICA
URUGUAY
UZBEKISTAN
VENEZUELA
VIETNAM
YEMEN
YUGOSLAVIA
ZAMBIA
ZIMBABWE



Learn EXPERIENTIALLY



2014 PROGRAM

- 31 facilitated courses, including 9 international facilitators
- 7 local business experiences
- 6 Themed Executive Panels
- 107 companies represented
- 15 consulting projects (8 international companies)
- 14 Companies and 35 Executives in New York City and Washington, D. C.
- 43 Executive Visitors
- Community Project



The experience is unique and the opportunities are abundant. By selecting courses, executive round table sessions, key company visits, a business consulting project, and presenting one's country, interns knowledge of business and industry will be increased, leadership and entrepreneurial skills will be strengthened, and a global network will develop. Learning experiences are individually customized and enhanced through interactions and the many cultures represented among the Global Village interns.

PROGRAM COURSES

Global Village is about exposure to some of the most critical topics affecting business. With more than 30 courses presented by international and domestic facilitators, interns discover business trends and best practices found in the global marketplace. Courses provide necessary skills identified by successful leaders and focus in the areas of cultural competency, ideation, creative energy, business and industry knowledge, management skills, leadership skills, and networking trends.

EXECUTIVE VISITORS

Founded in 1865, Lehigh University has developed a significant number of viable, rewarding, and long-standing partnerships with important leaders in business and industry.

During the Global Village, interns have the opportunity to interact with more than 78 regional executives who represent large

and small corporations, family-owned businesses, start-up companies, and sole proprietorships. These interactions are a key feature of the program.

Each week, top level executives visit and interact with the attendees helping to develop understanding of business and the power of a network. Through round table sessions and case studies, company tours and program work, business trends are discussed, corporate ventures analyzed and career paths defined. Knowledge is shared and new perspectives are explored. More importantly, our attendees direct the conversation by asking questions, raising objections, offering alternative points of view and discussing the best practices of their respective nations.

Again and again, visiting executives tell us what a rare joy it is to have the opportunity to learn from our microcosm of the world and to teach from their own experiences.

THE IACOCCA INSTITUTE WISHES TO THANK THE FOLLOWING BUSINESSES, GOVERNMENT AGENCIES, AND EDUCATIONAL INSTITUTIONS FOR THEIR PARTICIPATION IN GLOBAL VILLAGE 2014

ABA International Law
Aimark, Japan
American Field Service (AFS)
American Councils for International Education
AOL
Ashland Technologies
Aspen Institute
Banco Santander
Becton, Dickinson & Co, Inc.
Ben Franklin Technology Center
BIN RARO
Bocconi School of Management
BP/ARCO
Bracalente Manufacturing Group
Bridgeway Academy
Brocade Federal
C. Borgomeo & Co.
Capital BlueCross
Caravel Capital Management
Castillo de Tudejen
CFC Consulting
COALCA S.A.
Computer Aid, Inc.
Congressman Charlie Dent
Cravath Attorneys and Solicitors
Crayola
CREA Mexico

Dauti Law Firm PC
Decision Making for Leaders
Deeper Dives
Deutsche Bank Trust Company Americas
DOMUSA
Dorney Park & Wildwater Kingdom
DunavNET
E.ON Ceska Republika, s.r.o
ELPEDISON Power, S.A.
Embassy Suites
Energiers
Entrepreneurs' Organization
Environmental Tectonics Corporation, ETC
Excela Ventures
Excent - Ultimate Life Institute
Global Ark Consulting, Inc.
Global Consulting Services
Goldblum & Hess Immigration Law
H2M Beverages LLC
Harris Sachs LLC/The JD Sachs Group, Inc.
Hindle Power, Inc.
Hostelling International USA
Iacocca Foundation
JOBEL Consortium of Social Cooperatives
John Frank
Keepy
Kilpatrick Townsend

Lehigh University
Lehigh Valley Cops-N-Kids
Lehigh Valley Iron Pigs
Luca Meldolesi
Lutron Electronics Co., Inc.
Magistro Law Firm
MAPA Group
MaxKnowledge, Inc.
mdCurrent LLC
Mercuri International
Meyer Jabara Hotels
Mind of the Leader
Miracle league of the Lehigh Valley
National Creativity Network
National Management Strategies
Nestle Waters North America, Inc.
New York Stock Exchange
Orasure Technologies, Inc.
P.A.R. Ltd, Business School
Patton Stiftung Sustainable Trust
Pause Foundation, Sweden
Pearl S. Buck International
Pennington School
Pentagon
ProEd Panama
PwC
R J Foundation

Ronald Reagan Building and International Trade Center
Royal Agricultural University
SAIT Polytechnic
SBAB
Sell Family Foundation
Siemens
Spectrum Global
Strategere Consulting
Tandem Radio
The Professional Development Group
The World Bank
Think Creative
Thompson Global
Thomson Reuters
U.S. Department of State
United Nations
Universidade do Algarve - ESGHT
University of Mary
Viddler
WA China Consulting
Wall Street Walks
Walton Consulting, Inc.
White and Williams LLP
Whitehall Township Industrial and Commercial Development Authority
Young Scientists Association of Luxembourg
ZAG International, Inc.

LEARNING OBJECTIVES

- Increase Business and Industry Knowledge
- Develop Leadership and Entrepreneurial Skills
- Develop Cultural Awareness
- Build a Global Network

COUNTRY PRESENTATIONS

Business persons are being challenged to operate in an increasingly complex, interdependent, and dynamic global world. To compete and succeed, firms must have knowledge of the Strengths, Weaknesses, Opportunities and Threats effecting various business environments. Understanding the business climate, cultural nuances, and acceptable business practices of countries around the globe is a cornerstone of the Global Village program and provides the foundation for Global Village Country Presentations.

Global Village participants represent their home country by preparing a SWOT Analysis on the climate and ease of doing business in their country of representation. Interns then collaborate with representatives from a contiguous country, providing insight on how business may be done across boundaries and borders.

A timed presentation of the findings is provided to staff and fellow interns. Evaluated by a group of peers, interns receive feedback not only on the content, but also on public speaking skills and the ability to deliver the correct information in a timed, comprehensive and professional presentation.

BUSINESS CONSULTING PROJECTS

Under the supervision of an external client and program mentor, Global Village consulting teams are challenged to provide an appropriate business solution for an issue or problem faced by an external client. The designs, demands and deadlines are real. Starting with basic project management techniques, interns are immersed in the deadlines, client demands, challenges to overcome time constraints, management of cultural barriers and ultimately, to deliver a set of strongly crafted and unique recommendations. For interns who strive to become senior project managers, or who want to develop project management skills for career growth, these projects provide the opportunity to experience the pressures and to reap the rewards.

COMPANY VISITS

To further enrich the Global Village learning environment, interns may choose to visit a local company in lieu of attending a facilitated course. Selected companies display cutting edge best practices, new trends or the factors that have led to success. Both small and large companies provide lessons of success in "hands-on" environments. Business leadership

share company developments, difficulties, trends and competitive advantages while interns ask questions that explore insights into the company's growth and development.

To lend to the hands on experience, Global Village interns visit organizations in regional centers of business including New York City and Washington DC. A day trip to New York includes visits to premier businesses and organizations. A multi-day trip to Washington DC provides insight into organizations such as the World Bank, and two, half day trips to organizations centered in the capital of the United States.

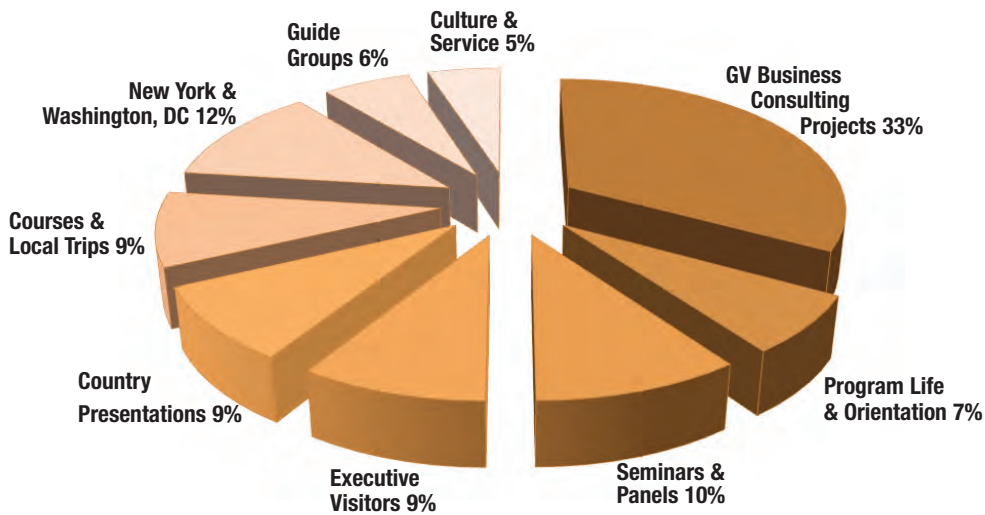
PANELS

The Global Village provides a series of panel discussions focused on successful business and entrepreneurial practices such as Family Business & Succession Planning, Global Business Leadership, and Servant Leadership. A forum where the interns and the executives interact, discuss and debate, sessions are driven by dynamic exchanges, energy, and the interactions of the panelists with each other.

INTERN-LED SEMINARS

The Global Village staff recognizes that interns need a forum to discuss global topics. Time is built into the schedule to allow for such discussions to take place. Informal group seminars are arranged so interns may share their businesses, hobbies, or skills with peers and staff.

2015 GLOBAL VILLAGE Program



CUSTOMIZATION



“There was no program for young entrepreneurs with this kind of richness and diversity. SO WE BUILT IT.”

● **RICHARD M. BRANDT**
Director, Iacocca Institute® and Global Village for Future Leaders of Business and Industry® program.

The Global Village provides an experience that is unique to each participant. Interns develop a set of goals and work with their personal guide to choose the curricular elements that will help them advance in their work, career and life. With so many opportunities, interns quickly learn the value of time management and decision making skills.

SCHEDULE

The five week schedule includes 6 specialized course, 8 opportunities to meet local executives, 5 themed panel sessions, over 60 hours of team project work, 25 country pair presentations, several seminars, 2 cultural exchange events, negotiation simulations, service projects and visits to New York City and Washington, DC. With so many choices and variables in the schedule, the experience is rich and unique. Learning experiences are customized based on the courses selected, the executive meetings chosen, and the company visits attended. Each year the program introduces new executives, facilitators, and courses to the curriculum to stay in front of business trends, and to develop tested and proven skills. Lastly, team dynamics and interactive sessions add a cross-cultural component to the learning experiences.

GUIDES

To assist interns with their choices and to optimize the Global Village experience, the candidate manager assigns each accepted applicant a Guide. Chosen from the ranks of our alumni, Guides collaborate with interns to design a unique program of custom choices

that match the intern's objectives. Focused on goal attainment, Guides provide interns with assistance in developing short and long-term goals, and then an action plan to achieve those goals.

CULTURAL UNDERSTANDING

Living, working and learning together provide our interns with a microcosm of the world during the Global Village program. Interns represent various academic majors, professions, countries, ages, and cultures—a tapestry of diversity. Each intern is encouraged to bring a formal national dress, as well as anecdotes, songs, poems, and other evidence of their cultural heritage. Music or films about their country or region on CD-ROM, audio tape, or DVD-VHS video are also welcome. The Global Village will offer many opportunities to share, celebrate, and understand the value and majesty of international diversity.

To encourage social interaction across cultural barriers and to enhance this multicultural experience, interns share a room in on-campus dormitory housing. The dormitory provides a family-style common kitchen, living rooms, dining areas and common area for social and cultural functions.

SAMPLE PROGRAM SCHEDULE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						27-Jun All interns arrive by 12:00 PM BBQ Lunch Grocery Trips Speed Networking
28-Jun Campus Tour Lunch Welcome Ceremony Grocery Trip Residence Life Orientation	29-Jun Village Meeting Program Orientation Understanding Lehigh's IT Systems Alumni Panel Opening Gala	30-Jun Survival Exercise Project Orientation Project Meeting/ Client Prep Country Presentation Team Work	1-Jul Village Meeting Project Team Meeting with Clients Speed Networking Guide Advising	2-Jul *Intern Registration Complete Effective PPT Presentations Communicating Leadership Lehigh Research Project Management/ Guide Group Meeting	3-Jul Village Meeting Project Work Country Presentation Work Team Building Exercise Grocery Trip	4-Jul Teambuilding Dorney Park and Wildwater Kingdom
5-Jul Culture Night 1 Country Presentation Powerpoints Due	6-Jul Country Presentations Village Meeting Program Course - Part 1 Lunch Program Course - Part 2 Key Note Session Assesment and VISA Panel	7-Jul Country Presentations Village Meeting Guide Led Sessions Lunch Executive Sessions Guide Group Meetings	8-Jul Country Presentations Village Meeting Program Course - Part 1 Lunch Program Course - Part 2 Project Meeting/Teamwork	9-Jul Culture Simulation & Negotiation Cultural Training Lunch Executive Sessions Cultural Simulation Team Strategy Meeting	10-Jul Village Meeting Culture Simulation Lunch Project Work Grocery Trip	11-Jul Philadelphia Trip Optional
12-Jul Miracle League Community Service Project	13-Jul Country Presentations Village Meeting Program Course - Part 1 Lunch Program Course - Part 2 Ethics Session	14-Jul Country Presentations Village Meeting Guide Led Sessions Lunch Project Meeting/Teamwork Guide Group Meetings	15-Jul Country Presentations Village Meeting Program Course - Part 1 Lunch Program Course - Part 2 Global Panel Entrepreneurship Panel	16-Jul Country Presentations Residence Meeting Keynote Lunch Executive Sessions	17-Jul New York City Business Sessions Free Time	18-Jul New York City FreeTime Optional Grocery Trip
19-Jul Culture Night 2	20-Jul Country Presentations Village Meeting Program Course - Part 1 Lunch Program Course - Part 2 Project Meeting/Teamwork	21-Jul Country Presentations Village Meeting Speech Trials Lunch Executive Sessions Guide Group Meeting	22-Jul Country Presentations Village Meeting Project Meeting/Teamwork Lunch Globalization Session Project Teamwork	23-Jul Trip to Washington DC KeyNote Lunch Speaker World Bank Monument Tour Optional	24-Jul Trip to Washington DC Capitol Tour/Pentagon Tour Business/NGO Work Sessions Georgetown	25-Jul Trip to Washington DC Free Time Return to Lehigh University
26-Jul Grocery Trip Project Team Work	27-Jul Village Meeting Project Team Work Intern Led Sessions	28-Jul Village Meeting Project Team Work Intern Led Sessions	29-Jul Client Project Presentations Project Team Debrief	30-Jul Village Meeting Leadership Panel Intro to GV Network Yearbook Introduction Guide Group Meeting	31-Jul Residence Meeting Private Closing Ceremony Graduation Ceremony Graduation Dinner	1-Aug Program Checkout interns depart by 12:00 PM

OTHER PROGRAMS OF THE IACOCCA INSTITUTE®

GLOBAL VILLAGE ON THE MOVE PROGRAMS

Global Village on the Move programs are mobile versions of Lehigh University's highly acclaimed Global Village for Future Leaders of Business and Industry® program that offers an international experience in combination with a professional level educational experience. Programs provide a flavor of the local business culture and regional business landscape, in locations throughout the world. Past programs have been held in Italy, Peru, Spain, Australia, UAE, Malaysia, China and Russia. Future programs are scheduled for India, Luxembourg and Croatia. For more information, visit www.iacocca-lehigh.org and click on the Global Village on the Move program page or contact Trisha Alexy, US Managing Director at tsa2@lehigh.edu.

LEE IACOCCA INTERNATIONAL INTERNSHIPS

Lehigh University's Lee Iacocca International Internship program provides robust international internship opportunities for Lehigh University students. Beginning with a six to eight week, carefully monitored and practical international work, service or research experience, the program provides on the job training with a cultural immersion experience. Interns are led by a foreign supervisor and engaged in a project or activity that is tied to their career aspirations, specific learning goals and defined outcomes. Carefully matched through a selection process, the intern and company's goals are aligned to produce a positive and successful experience. For additional information, contact Carol Ham, Director at csh205@lehigh.edu.

PENNSYLVANIA SCHOOL FOR GLOBAL ENTREPRENEURSHIP

Lehigh University hosts this unique learning program each summer to educate 76 top high school students from America and around the world. The four week experiential program focuses on the topics of global entrepreneurship, leadership, innovation, creativity, and doing business around the world. Students participate in core and focus courses, country presentations with international students, large and small group seminars and workshops, and visit businesses in New York City, Harrisburg and the Lehigh Valley. One of the highlights of the program includes PSGE student marketing/business plan team projects with local business partners. To date, over 934 American and international students have participated in the PSGE program. For additional information, contact Diana Shepherd, Director at dqs206@lehigh.edu.



a global EXPERIENCE



After the pilot program for the Global Village in 1997, Lee Iacocca said, "In a changing world, a first step toward leadership is taking advantage of a genuine opportunity. A second step is recognizing others that do the same." This summer, the door to that network opens again as 100 more interns will join over 1750 interns from 133 countries. The entrance is through the Iacocca Institute. Are you ready to take the first step?

FOR FURTHER INFORMATION:

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THE IACocca INSTITUTE®

Jointly founded in 1988 by Lee Iacocca and Lehigh University, our mission is to increase the global competitiveness of businesses and organizations. We are dedicated to cultivating the potential of individuals by empowering the leaders of today and tomorrow.

LEHIGH UNIVERSITY®

Lehigh University's majestic campus is considered one of America's most beautiful. Founded in 1865, Lehigh is a co-educational, non-denominational, private university located a little more than an hour's car ride from New York City. Its picturesque 1600-acre wooded campus is built on the side of a small mountain in historic Bethlehem, PA, USA. Lehigh is located within a thriving economic and cultural corridor of the eastern United States.

QUALIFICATIONS

The Iacocca Institute is looking for highly motivated, unique and well-rounded individuals with a vision and a sense of mission. Academic excellence should be balanced with leadership experience. The program is conducted in English and fluency is required.

TUITION: US \$7,245

Tuition fees include education materials, five weeks of housing, and excursions to New York City and Washington, D.C. Limited partial scholarship opportunities are available. Travel to and from Lehigh University and meal expenses are NOT included in the tuition costs.

