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Thank you for subscribing to this newsletter brought to you by International Advantage® - *Leading Across Cultures*. Every month we bring you tips to help your team and organization, especially those operating in culturally diverse environments, reach their business goals.

Topic of the month: World Cup Mania? Or American Football? ...What Your Preference May Say about YOU!

I had a green Pelé lunchbox when I was eight years old. At the time, I didn't even know who Pelé was and probably would have preferred Wonder Woman.

Times have changed. Now American kids love and play soccer more than any other youth sport. But then at about the age of 13, kids turn their attention to American football. I wonder why. (Maybe you can give me your view?)

Of course, most of the rest of the world loves soccer intensely ... and not just as children.

What can soccer and football teach us about each other? Answer: Lots. Here's one consideration: It may reflect your approach to life.

For example: **American football** correlates perfectly with the overriding American thought process: Work in teams. Go straight. Push hard. Move little by little, yard by yard. At any given moment, it's mostly offensive or mostly defensive. Work out the strategy ahead of time. Push it through to the goal.

In some cultures, **soccer** correlates more closely with the thought process: Focus on stars and power plays. Go forward and backward according to the conditions. Manage the offensive and defensive at the same time. Change the approach as the conditions dictate. Work it around from different angles until you score.

5 Tips: How to be a Multi-Talented, Global Player -- Using Both Football and Soccer

1. Ask your colleagues and friends for personal feedback on your thought process style: football or soccer? (Do you rely on one style entirely?)
2. Experiment with your less-prevalent style.
Example: Recently I was negotiating the price of an item, and we did not agree. Realizing we were stuck, I changed the subject to other aspects of the sale, returning to the issue of price at the end. (I had made no other concessions during the conversation.) Then he agreed to my desired price. Why? Soccer mentality.

3. Trust others to resolve things in their way.
I regularly see people criticizing others' styles (soccer or football) up until the day that s/he receives a positive result. Then there is surprise from the criticizer, as if it was just luck! This is a sign of one-dimensional thinker.
4. When negotiating anything, focus on the outcome you both want (the goal) ...not the method.
5. Strive to be equally adept at both styles (football and soccer). Then use the appropriate style depending on the circumstances.
How? Meet with people you work with (your team, counterparts, clients, etc.) after resolution of issues (or ½ way through) and discuss how you work together. What worked about the styles? Were there moments in which a style did not work?

I hope you continue to enjoy the World Cup. Even if your team is out of the running, there is still so much to learn.

What's News

1. Resource on Latino demographics and trade opportunities in CA. While at the national conference of the National Association of Women Business Owners (NAWBO) in San Francisco this month, I met Bernardo Méndez Lugo, Mexican Trade Consul, San Francisco Bay Area. Tel 415-354-1731. He has every contact and resource you can imagine regarding trade involving Mexico and California.

The fabulous Mexican delegation who attended, headed by Maria del Carmen Garcia Noemi de Jasso, President of AMMJE (Asociacion de Mujeres Mexicanas Empresarias), come from the largest women business owners organization in Mexico. As NAWBO's representative and liaison to Mexico in the international committee, I was proud to accompany them during their stay.

2. Event Announcement: Institute of Management Consultants -Arizona (IMC-AZ)
Please join us for our July 14th breakfast meeting in Phoenix for our first teleconference program (so you can stay inside during the summer heat!) by Victoria Trafton on how to book more speaking engagements and get more referrals in your business. Details and registration: www.imcaz.org

To your continued success around the globe,

Lisa

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