

THE GLOBAL ENGLISH AUDIT

Say what you mean and mean what you say. Get your international communications just right with a Global English Audit.

For ten years we have helped companies improve their business communication worldwide with a Global English Audit. Even the most carefully prepared materials do not work when people struggle to comprehend the meaning of the content. As one executive told us, "You cannot produce information designed for local use and just parachute it into another country and expect it to work!"

What is Global English?

Global English is effective communication that bridges cultures to create a successful workplace result. Global English, which can be spoken or written, requires the thoughtful integration of cultural awareness, appropriate language and graphics, content organization, and comprehension checks. Professionals who use Global English place a high value on being understood, building strong relationships and getting the job done well.

The Global English Advantage

Global English leads to improved comprehension, reduced translation errors, increased compliance and smoother business transactions - worldwide. Watch the "ah ha" that happens when comprehension is immediate and without struggle. Enjoy the energy that emerges when your employees, suppliers and customers truly understand how to contribute to the company's success. Discover the respect and cooperation that top management receives when business communication demonstrates an understanding of global differences.

START YOUR AUDIT TODAY!

Step One: Contact us by email. Include a brief summary of the content you wish to have audited.

Step Two: Together we will sign a two-way confidentiality agreement and decide on the scope and timeline of your project. We will determine the final cost and payment schedule in advance. Price is determined by combining the word count, a complexity multiplier, an importance rating and the scope of the project. Examples of documents that require Global English include: human resource documents, company ethics and values, PowerPoint® presentations, business reports, strategic plans, training modules, case studies and marketing copy.

Step Three: Send us your documents or project outline. This process has been done entirely on line using email, conference call or a virtual meeting room. The content is carefully reviewed. Once all interested parties agree upon the meaning of the words and the outcome objectives, the auditing process begins.

Step Four: Your content will be produced in Global English. Along with any audited text, graphics, audio and video you will receive an explanation as to why the suggested changes are culturally important or have been shown to avoid common global business problems.

BIOGRAPHY

Patricia A. Warner, MBA

Areas of Expertise: Patricia is the Founder and President of Global-eze Incorporated. As a business strategist and turnaround specialist, she uses her expertise in global operations, strategic planning, on-line technologies and culture knowledge to help entrepreneurs and corporate executives alike close the productivity gaps that become amplified by distances and cultures. A management executive for over twenty-five years, Patricia has been responsible for many successful start-up, turnaround, and reorganization plans that increased market share, revenues and profits time after time.

Professional Accomplishments: Patricia has steered Global-eze from a start-up consulting company to one with a growing line of how-to products, online services and a network of experts and affiliates who are united in an effort to make global business easier for managers everywhere. Her two powerful assessment tools, *Visual Strategic Planning* and *The Global English Audit* drove the early success of Global-eze. Her ten-year management career with Corning Incorporated included director of international sales and marketing. Based in Tokyo, she was responsible for staff in eleven global offices and product sales into fifty countries. Prior to Corning, Patricia worked as a turnaround specialist in the US and Canada in the fields of health care, communications and retail. A popular speaker, lecturer and author on the topic of global-savvy management skills, she has written *The Global English Handbook*, *Travel Smart – Pack and Go Like a Global Pro*, numerous management e-books, and the on-line program for students and new hires—*How to Have Value in the Global Workplace*.

Education and Background: Patricia earned her MBA from the Johnson School at Cornell University. Her undergraduate degree in Political Science and Japanese was achieved at the University of Connecticut with three semesters spent abroad at Sophia University, Tokyo. An early Rotary Club scholarship to Nobeoka, Japan started her on the path to a global career. She is an officer and member of Zonta International. Patricia has lived and worked in Vancouver, Canada; Stockholm, Sweden; Tokyo, Japan; all major regions of the USA, and has on-the-ground experience in over forty countries.