



Great Leadership Only Happens by Design

LEADING IN NEW MARKETS

Reducing the Uncertainty of Expansion

Successful small- and medium-sized enterprise (SME) leaders have built an understanding of their market, developed the “soft skills” to lead effectively in it, and recruited the right employees to sustain the business over the long term so they can ensure high performance and attract investors. Expanding that business internationally means an expansion of those concerns. Global leaders need to understand the logistical and talent challenges they face in new markets. Leadership across multiple markets involves not only the obvious concerns about language and time zones but also more subtle challenges, such as working with remote teams. Employment branding takes on greater importance as the company grows in size and builds for the long-term.

The best way to help young startups and established SMEs expand into new markets is to remove as much uncertainty as possible from the growth process. Identifying some of the biggest challenges that growing companies face can boost leaders' confidence as well as their abilities. By the end of the session, participants will be able to:

LEARN ABOUT NEW MARKETS

No matter how many smart people there are inside your company, there are even more smart people outside of it. Informal relationships and professional associations can certainly be helpful, but formal connections with other companies can also provide you the specific information and skills you need to drive business growth for your unique enterprise. We will explore different channels for gathering information so you can move into new markets more confidently.

USE THE MOST APPROPRIATE LEADERSHIP STYLE

Moving into new markets means not only dealing with multiple cultures, it also carries with it the challenges of overseeing a bigger company. Perhaps for the first time, you will have team members in different locations from each other. Various offices may end up competing rather than collaborating, even though working together is the best way to advance the overall business. We will explore how to use different policies and processes that create the right environment for your employees, no matter where they are.

DEFINE AND COMMUNICATE AN EFFECTIVE EMPLOYMENT BRAND

As your company grows, your workforce will expand, and the only way to sustain your business is to recruit the right talent. A strong employment brand can help you attract the people who fit into your company, but only if you communicate it well. Many large multinational enterprises have relied upon their consumer brand to serve as their employment brand, but that usually does not work well for smaller businesses, especially those in the B2B space. We will examine specific methods for positioning your company in a way that attracts employees who are the best fit for adding value to your business.

The overall goal is for business leaders to leave the session with the awareness and understanding necessary to make expansion easier.