GlobeSmart

The D’Amore-McKim School of Business has licensed GlobeSmart from Aperian Global (www.aperianglobal.com/globesmart) as a resource for our students. GlobeSmart® is an online tool developed by Aperian Global for developing and leveraging one’s global business knowledge. It provides access to detailed information and advice from real-world managers and consultants who live and work in the foreign host countries regarding how to conduct business effectively in those host countries. Over sixty countries are included in the package, both advanced and emerging markets. For each country, GlobeSmart covers over 50 topics related to: (1) business skills; (2) culture and customs; (3) travel and general information; (4) names and phrases. GlobeSmart content focuses on specific business skills and business cultures as opposed to country facts and statistics, which can readily be found in an Internet search.

Additionally, GlobeSmart offers a GlobeSmart Assessment Profile (GAP), which allows each user to identify and understand his or her own work style across five dimensions of culture while also comparing their profile with profiles of various countries and colleagues. The GAP is a statistically valid and reliable tool populated from data provided over the past several years from over 400,000 GAP users from more than 60 countries. To get started:

**Assignment**

1. Go to [www.aperianglobal.com/register](http://www.aperianglobal.com/register) and register as a new user by entering your NEU email address.
2. An activation email will be sent to the email address you entered in the registration form. Please check your spam folder if you don't receive the activation email in your inbox.
3. When you receive the activation email from webtools@aperianglobal.com, click on the activation link.
4. Complete your registration and continue to the Aperian Global Learning Portal home page.
5. Click the **GlobeSmart Assessment Profile Quick Launch** icon at the top right.
6. Complete the GlobeSmart Assessment Profile (GAP) Survey. (Please note that your responses should reflect YOUR OWN VIEWS when you are IN YOUR OWN COUNTRY). It takes about 5-10 minutes to complete it.

After you have completed your GAP, I would like you to explore the features of GlobeSmart.

7. Click on “Overview” and read the descriptions of each of the dimensions and watch the video associated each dimension.
8. Compare the U.S., or your own culture, to a comparison country or countries (that you have had some experience with) and compare your profile with that country.
   1. What does the comparison tell you?
   2. Have you had experiences in that country that reflect these differences? What are they?