



GLOBAL SPEAKING FELLOW

THE CORE COMPETENCIES: AN OPPORTUNITY FOR EDUCATIONAL CONTENT DEVELOPMENT

Each competency has several components to be developed by key professionals under the guidance of the GSF Education Committee. These will be formed into modules to help professional speakers learn from the experience and insight of others. The resulting modules will become the educational content of the GSF.

Competency 1: Global Communication Competency

- Customize content for appropriateness and applicability
- Demonstrate sensitivity to culture and manage communication appropriateness
- Work successfully with interpretation professionals and communication technology - both simultaneous and delayed
- Customize delivery style for place and culture
- Provide context through research of local issues, news and cultural mediation services
- Maintain high interpersonal awareness for mitigating distracting mannerisms and colloquialisms
- Convey content through translation services
- Select clothing fitting for local standards of modesty and customs
- Identify resources for props and slides review to understand how to work within cultural differences



Competency 2: Global Business Competency

- Adhere to global business conduct standards and maintain high integrity
- Navigate the unique realities of networking in global markets
- Market and sell services in global markets
- Identify and work with promotion and media relation professionals worldwide
- Understand the expectations and the difference between being hired in a location or sent to a location
- Identify appropriate channels for publishing and distributing content
- Select the appropriate system for payments and transactions
- Understand the laws and protections of intellectual property rights on a global scale
- Identify the right management systems for business copyrights and trademarks
- Know the parameters of local contract negotiations and set appropriate expectations
- Understand the global business ramifications, both home and abroad, around fraud and legal issues
- Understand how to hire experts to manage tax implications, both at home and abroad

Competency 3: Global Travel Competency

- Make intelligent choices for flight and ground transportation options
- Navigate the systems of visas and unique usage circumstances with passports
- Know how to manage currency exchanges and allowable cash amounts for optimal results
- Maintain awareness and intelligently manage personal health and security issues



- Manage the details of moving across multiple borders and continents
- Understand governments' expectations of visitors and business travelers
- Maintain a plan for emergency preparedness
- Manage various national customs procedures for efficiency

Competency 4: Global Events Competency

- Understand local traditions and how those will impact the event and presentations
- Maintain awareness of planner and client expectations that differ from home events
- Manage the nuances of scheduling for events and how to adjust in the moment
- Know the protocol for interacting with attending dignitaries
- Identify appropriate resources for research to support successful delivery of content
- Utilize pre-event briefing checklists with contacts and clients
- Work with local publishing processes for program materials
- Know the type of staging technology that will be used and what to do if it does not work
- Work across multiple technology platforms for presentation of audio visuals
- Know how to locate information about systems-voltage and connectivity prior to the event
- Understand the local power grid availability and manage around challenges