

# CALL FOR PARTICIPANTS

**CROSS** FOR LOCAL  
B O R D E R VALUE  
A program by the Global SERS Community



[ENROLL NOW](#)



# Scale, Early, Rapidly and Securely

Global community offering global programs





## **The program that will enable you to**

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Scale existing businesses across borders

Define and exploit new opportunities

Increase knowledge and ability to execute

Improve personal performance and connections



We enable you to launch, expand, and understand businesses that operate on two sides of a border

## Program brief

**Enroll by:** July 13, 2021  
**Duration:** 12 weeks  
**Price:** Free  
**Location:** Online

## Countries involved

Bangladesh	Ghana	Peru
Brazil	India	Portugal
Bulgaria	Jordan	South Africa
Canada	Kenya	Sri Lanka
China	Nigeria	



## Increase your performance

- Produce a report and slide deck of a plan that can be executed and has received multiple rounds of feedback
- Connect with potential partners and try out working relationships
- Build on the talent, knowledge and experiences of participants in a global network
- Increase size, diversity, and scope of personal network
- Gain a clearer understanding of what is required to scale across borders
- Access unique combination of practitioners and academics
- Be empowered by global network to be successful in post-COVID initiatives



## **You will thrive if you:**

- Wish to design and operate profitable cross-border businesses and/or wish to understand how they work
- Are willing and able to learn a new way of thinking about cross-border businesses
- Value the benefits that cross-border businesses can create in your local communities
- Will work hard to complete every group and individual assignment in your pathway
- Desire to improve your performance



## Four pathways

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**Enterprises:** For employees of small and medium sized companies that wish to expand operations across borders.

**Entrepreneurs:** For entrepreneurs who wish to define and exploit cross-border opportunities.

**New grads and students:** For individuals who graduated after June 30, 2018, graduate students, and final year undergraduate students who wish to learn about cross-border businesses.

**Academics:** For individuals who wish to publish research papers or develop courses in cross-border businesses.

# Align in program, execute after

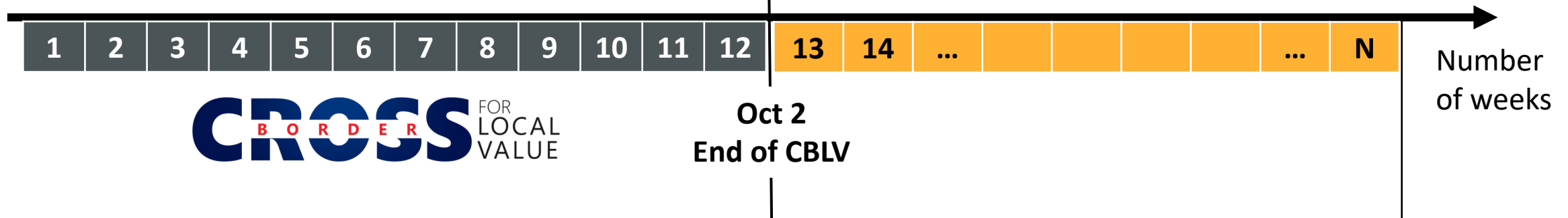


## Develop project charter

The project charter is a plan agreed to between the project sponsors and the project team

## Execute cross-border project

Once the program is over, the project's team and sponsors work to deliver on charter



### Program outcomes

- Charter for the cross border project
- Network
- Performance commitments
- New knowledge to apply

### Project outcomes

Deliverables at the end of the project



# Evolve your project over 4 stages

1

## Propose

Form cross-border network and shared view

Present project's objectives, expected outcomes, and schedule

Jul 9 – Aug 7

2

## Justify

Define source of value for project

Pitch project and network to build

Aug 8 – Aug 28

3

## Deliver

Present interim results and explain what remains

Aug 29 – Sep 18

4

## Compete

Identify conditions under which the cross-border business's objectives will be achieved

Sep 19 – Oct 2



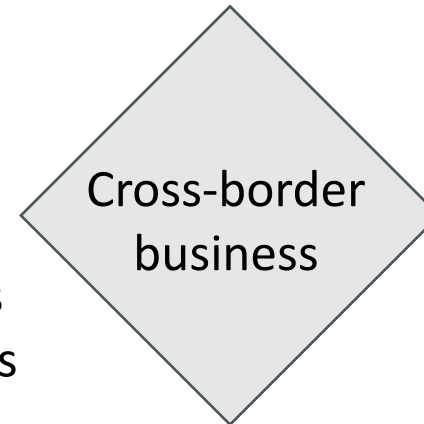


# Smart investment of time



## Network

- Team
- Relationships
- Opportunities



## Project

- Report
- Slide deck
- Confidence

## New knowledge that can be applied

- Methods
- Recordings and slides
- Takeaways

## Performance

- Commitment to improve
- Reflection outcomes

# Enroll easily online



## To enroll in the Cross-border for Local Value program

- 1 Register at [Global SERS LMS](#)
- 2 Select Cross-border for Local Value program and self enroll
- 3 Complete the questionnaire

[Instructions to register and enroll](#)

Deadline to complete: July 13, 2021 @ 11:59PM Ottawa time



VISIT WEBSITE

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