

PROGRAM STRUCTURE

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



ENROLL NOW

Deadline: July 13, 2021



Four pathways of program

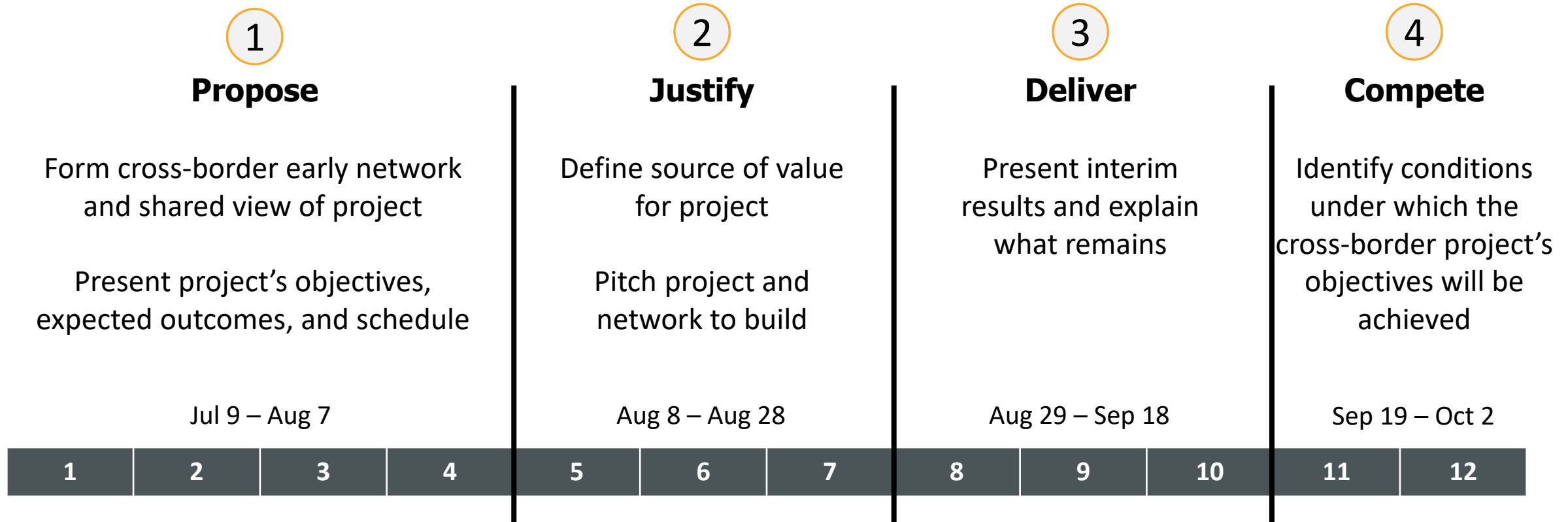
Enterprises: For employees of small and medium sized companies that wish to expand operations across borders.

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.

12-WEEK PROGRAM EVOLVES PROJECTS IN 4 STAGES



ALIGN IN PROGRAM TO SUCCEED AFTER

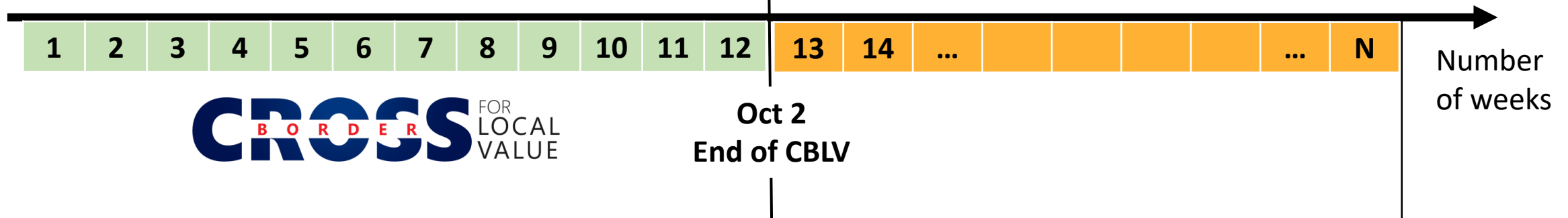


Develop project charter

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



CROSS BORDER FOR LOCAL VALUE

Oct 2
End of CBLV

Program outcomes

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

Project outcomes

Deliverables at the end of the project



MAJOR DELIVERABLES

ALL PARTICIPANTS

- ▶ **Project Description (PD)**
- ▶ **Gate Reviews (G0, G1)**
- ▶ **Reports (R1, R2, R3)**

ENTREPRENEURS & ENTERPRISES ONLY

- ▶ **Showcase (SC)**



PATHWAYS

- Enterprises
- Entrepreneurs
- New grads and students
- Academics

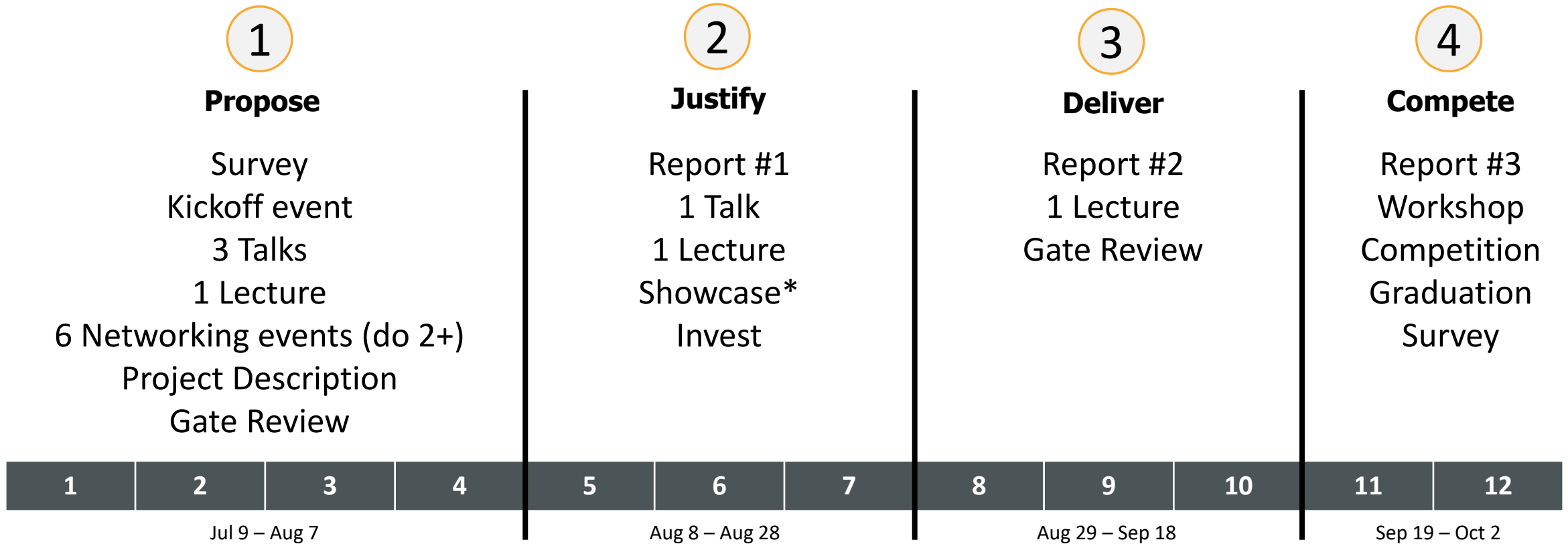
ORDER OF MAJOR DELIVERABLES



OUTCOMES

- Project
- Network
- New knowledge that can be applied
- Performance

SAMPLE OF DELIVERABLES AT EACH STAGE



Also included in the 12 weeks are quizzes, takeaways, reflections, and comments on others' work



VISIT WEBSITE

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