

The National Aerospace FDI Exposition



Joe Michels, Ph.D., P.E., C.P.L.
Principal

Fort Worth, Texas 76101



Measurable Results. Every Time™

Cultural Understanding Increases Return On Investment (ROI)

- World is a global environment today
- Communication allows **instant connectivity**
- Companies who invest in USA want to insure that host country culture is understood

Foreign Companies Establish “Cultural Centers”

- Near US universities, own facilities
- Enrich understanding of host companies culture
- Help Foreign companies integrate into American culture
- Allow students to “study abroad”, both in host country and USA
- Increase global awareness and understanding

Synergy

“The Whole is Greater
Than the Sum of the Parts”

$$1 + 1 = 3$$



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Cultural Alliance Benefits

Your Way



My Way



Their Way



OUR WAY



Purposes of Cultural Alliance

■ Increases

- **Adaptability** in a fast changing marketplace
- **Profitability** potential, including
 - new revenue streams
 - new market entry points



THANK YOU!

Joe Michels, PhD, P.E., C.P.L.
Solomon Bruce Consulting LLC[®]
Fort Worth, Texas 76101
817.386.3032

www.solomonbruce.com

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