



## **Lombard Global, Inc. and Thunderbird School of Global Management Form Partnership to Sell and Deliver Thunderbird's Global Mindset Inventory Assessment Tool**

*Lombard Global [www.lombardglobal.com](http://www.lombardglobal.com), a growing International Management and Investment Banking Consultancy based in Plano, Texas (Dallas Fort-Worth) USA, today announced it has agreed to a collaborative partnership with Thunderbird School of Global Management, to offer Thunderbird's Global Mindset Inventory and associated value-add services to its global client base.*

Plano, TX ([PRWEB](http://PRWEB)) July 28, 2010 -- Lombard Global [www.lombardglobal.com](http://www.lombardglobal.com), a growing international management and investment banking consultancy based in Plano, Texas (Dallas Fort-Worth) USA, today announced it has agreed to a collaborative partnership with Thunderbird School of Global Management, to offer Thunderbird's Global Mindset Inventory and associated value-add services to its global client base. Lombard Global's core competencies are global strategy and investment banking. Firms who can efficiently execute global strategic and operational advice are going to have two legs up on their competition in this rapidly developing global business environment. The real problem to sustainable success in the global markets is much more fundamental than global strategy, operating processes and capital raises and restructurings. First, the people within the organization must know their customers just as they might know their customers in a neighboring state or region. They need to have at least a basic, if not sophisticated, understanding of things such as global cultures, language and global history. The days of being able to rely on products and services selling themselves because they are simply "the best" are gone in most instances. Global buyers want to know that you at least respect their culture.

"Although things are slowly improving, the vast majority of people in the organizations that we work with historically have not had much cultural interest outside their own country or region. Thunderbird Global Mindset Inventory (TGMI) is the world's first and only psychometric assessment tool that allows companies and organizations to measure their capacity for success in the global environment. We've found that an organizations' "global mindset" is often the biggest hurdle that a firm with global aspirations or existing global business operations needs to overcome," said William Billeaud, President of Lombard Global, Inc. For example, instead of immediately shifting into complex global investment and logistics strategy, we can assess our client organization's capacity for global business, take corrective action and then later embark on the more advanced options. Through TGMI, the organization builds the fundamentals or the blocking and tackling skills, if you will, that are required to build a thriving global business. Because these services are relatively inexpensive to begin with and because the firm saves potentially exponential sums as a result of less error and greater efficiency, it's the single best general solution we've ever seen for international business. Our formal affiliation with the world's top ranking institution in International Business, Thunderbird is not only impressive, but credible with firms and governments all over the globe. These are firms such as Raytheon, Johnson and Johnson, Wal-Mart and The World Bank. As a result, we are very fortunate to be partnering with the pioneers and leading thought innovators within the rapidly expanding field of international business. The folks at Thunderbird are not only global thought leaders, they are consultants and every day business people like us. In fact, many of them have prior backgrounds in the private sector. We're very excited for everyone associated with this relationship," said Billeaud.

Thunderbird is the world's No. 1-ranked school of international business with more than 60 years of experience



in developing leaders with the global mindset, business skills and social responsibility necessary to create real, sustainable value for their organizations, communities and the world. Thunderbird's Global Mindset Institute is the preeminent source of the science and practice of global leadership as it relates to: 1) definition, 2) measurement and 3) development of global mindset.

### 1. Defining Global Mindset

Global mindset is a set of individual characteristics that help global leaders better influence individuals, groups, and organizations unlike themselves. Eight Thunderbird professors have interviewed over 200 global executives and collaborated with other distinguished scholars around the world to define the concept of global mindset and develop metrics and scientific instruments to measure an individual's and a group's profile of global mindset.

### 2. Measuring Global Mindset

Thunderbird Global Mindset Inventory is an Internet based survey developed through a rigorous scientific process including a series of pilot tests with over 1,000 global managers. It takes an average of eight minutes to complete. It is designed to measure an individual's and a group's profile of global mindset in terms of intellectual capital, psychological capital and social capital. The instrument is available in two formats: self-assessment and 360°. More than 6,500 individuals and managers from more than 200 organizations around the world have completed the survey.

### 3. Developing a Global Mindset

Global mindset can be developed and improved! To enhance development of a global mindset, we design and offer a portfolio of executive education programs, coaching solutions, and individualized action plans to managers and organizations. Upon completing the TGMI, participants will attend the one day workshop to:

- \* Understand their own profile of global mindset
- \* Understand their group's profile of global mindset
- \* Examine the importance of global mindset to their organization
- \* Develop action plans to enhance their own, their direct reports', and their organization's global mindset

Lombard Global, Incorporated is a global general management and investment banking consultancy. Key differentiators are global market entry and investment banking. Since 2004, we've helped our clients grow, turnaround or improve productivity all over the world. Our ability to execute on capital needs helps you grow or improve exponentially. Our reputation for commitment to your best interest helps us grow. As a result, Lombard Global provides one of the most unique and compelling offerings available to businesses who seek dynamic performance improvements at great value. Lombard Global- Global Business. Results.™

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