

Pathways to International Business

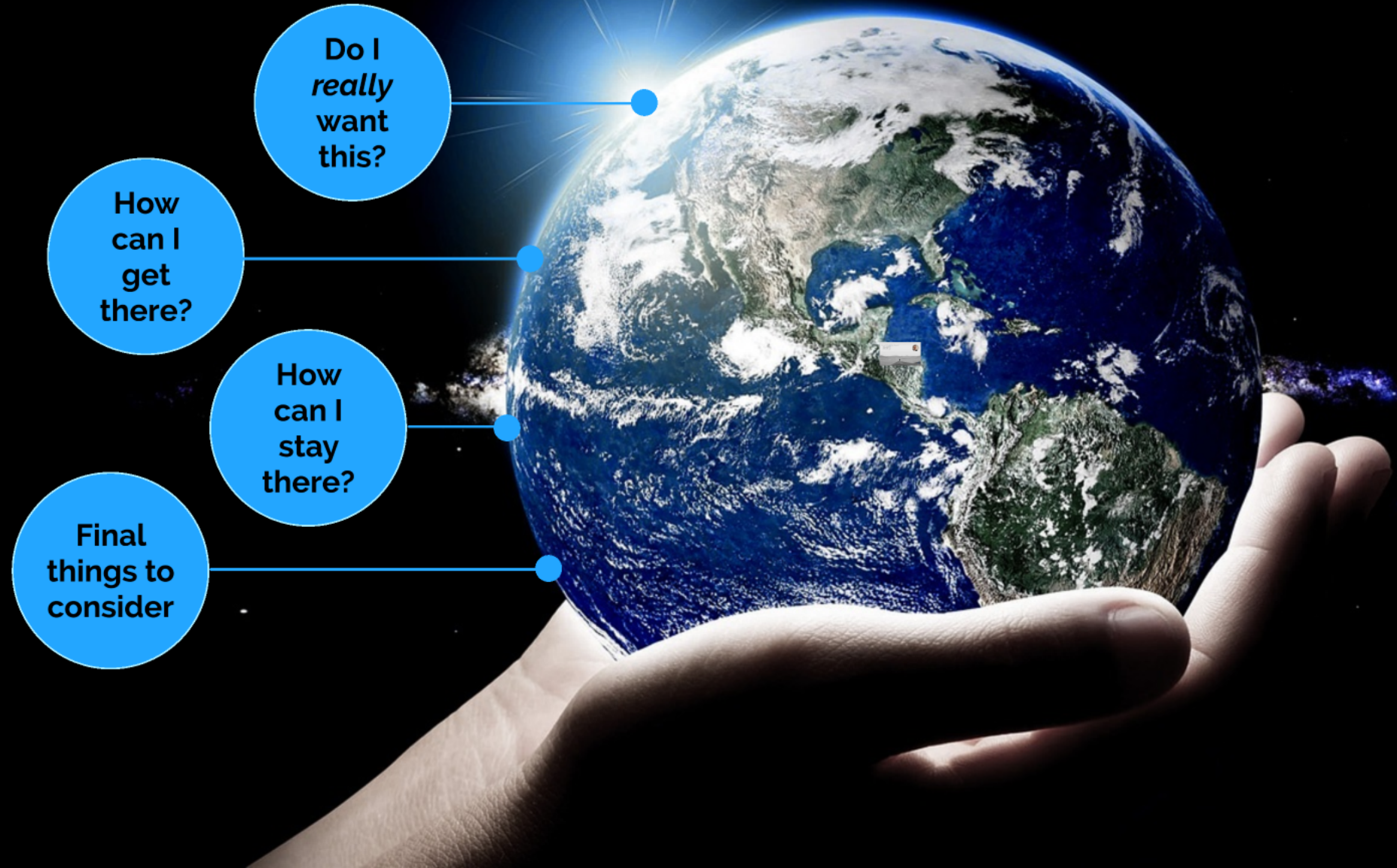
For those new to the workforce



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**Do I
really
want
this?**

**Potential
Gain**

**Region
Demand**

**Potential
Challenges**

Your potential gain:

- Competitive edge
- World travel
- Self growth
- Excitement
- Discovery
- Expanded thinking
- Culture profits



Region Demand

Recent data shows the latest top jobs for International Business Graduates

- Sales and Marketing
- Finance
- Economist
- Business Analysis and Research
- Digital and Technology
- Management Consulting
- Human Capital
- Business Operations

(Source: forbes.com)

Working visas issued in 2022...

- The **USA** issued
6,815,120 non-immigrant visas

(Source: US Dept. of State, visa office report 2022)

- The **UK** issued
2,836,490

(Source: gov.uk, summary of statistics 2023)

- **Schengen** countries issued
5,939,896

(Source: statistics.schengenvisainfo.com)

- The **UAE** issued
3,415,241, 79,617 being Golden Visas

(Source: Federal Authority for Identity, Citizenship, Customs & Port Security (ICP))

Potential Challenges

- Can be a second choice behind locals
- Visa logistics and sponsorship
- Longer distance from family and friends
- Steep learning curve (new country + new job)
- Can take time to build your local network
- Personal change difficulties
- Higher stress levels (most jobs are tied to work permits)
- Language and culture barriers





**How
can I
get
there?**

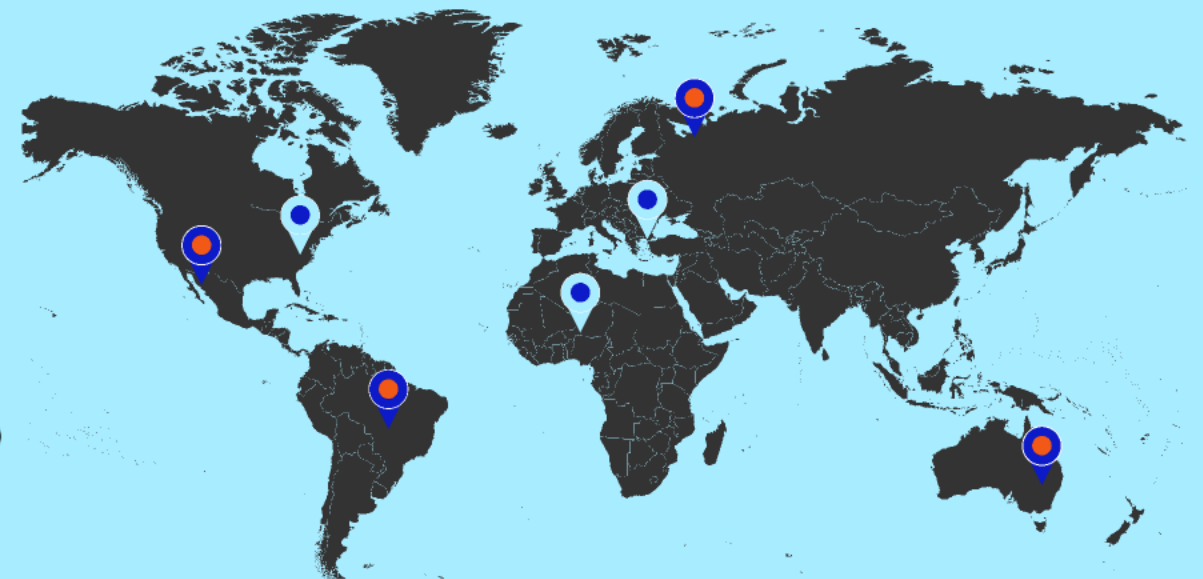
Research

Network

Educate

Research your niche... *Repeat*

- Benchmark select global organizations against local ones in your niche
It is typically mid to large size multinational companies that hire internationally, so focus there first.
- Research target country cultures, economics, marketing analytics, legal, political and social aspects that align with you or that you can adapt into (e.g. PESTEL analysis).
- Download and read global strategic reports to get a sense of global need
For example WEF Global Risk Report, WEF Future of Jobs Report, WHO World Health Statistics, theme-based GRI Standards (40), UN Resolutions, IMF World Economic Outlook and similar.
- Join professional associations in your field to stay up-to-date with global trends and best practices
e.g. Finance - International Monetary Fund (IMF),
For Economics - World Trade Org (WTO)
For Healthcare - World Health Org (WHO)
For Projects - Project Management Institute (PMI)
For Marketing - American Marketing Association (AMA)



Lean on your Network

- Determine the appropriate platform to find and contact leaders and peers in your field of interest (e.g. LinkedIn)
Contacts and referrals are **always** to best way to find opportunities over sending your resume into the online black-hole abyss.
- Define your brand - market, sell and promote it on the world stage
Use your socials, website and an international-focused resume, publish articles, text and video blogs and podcasts, join international conference as a guest and later as a speaker.
- Regularly check in to online careers websites
This will give you an idea of what is out there and what knowledge and skills global employers are looking for.
- Find a mentor if possible
This would normally be a senior person in your target niche who can provide you honest feedback, identify knowledge and skills areas for you to work on and generally guide you along your career journey.



Educate

- Get your Bachelor Degree (at least)

In almost all cases of professional international employment, an Undergraduate or Bachelor's Degree is a minimum for securing a working visa. Master Degrees are becoming the new standard.

- Complete industry-specific certified courses recognized in target countries

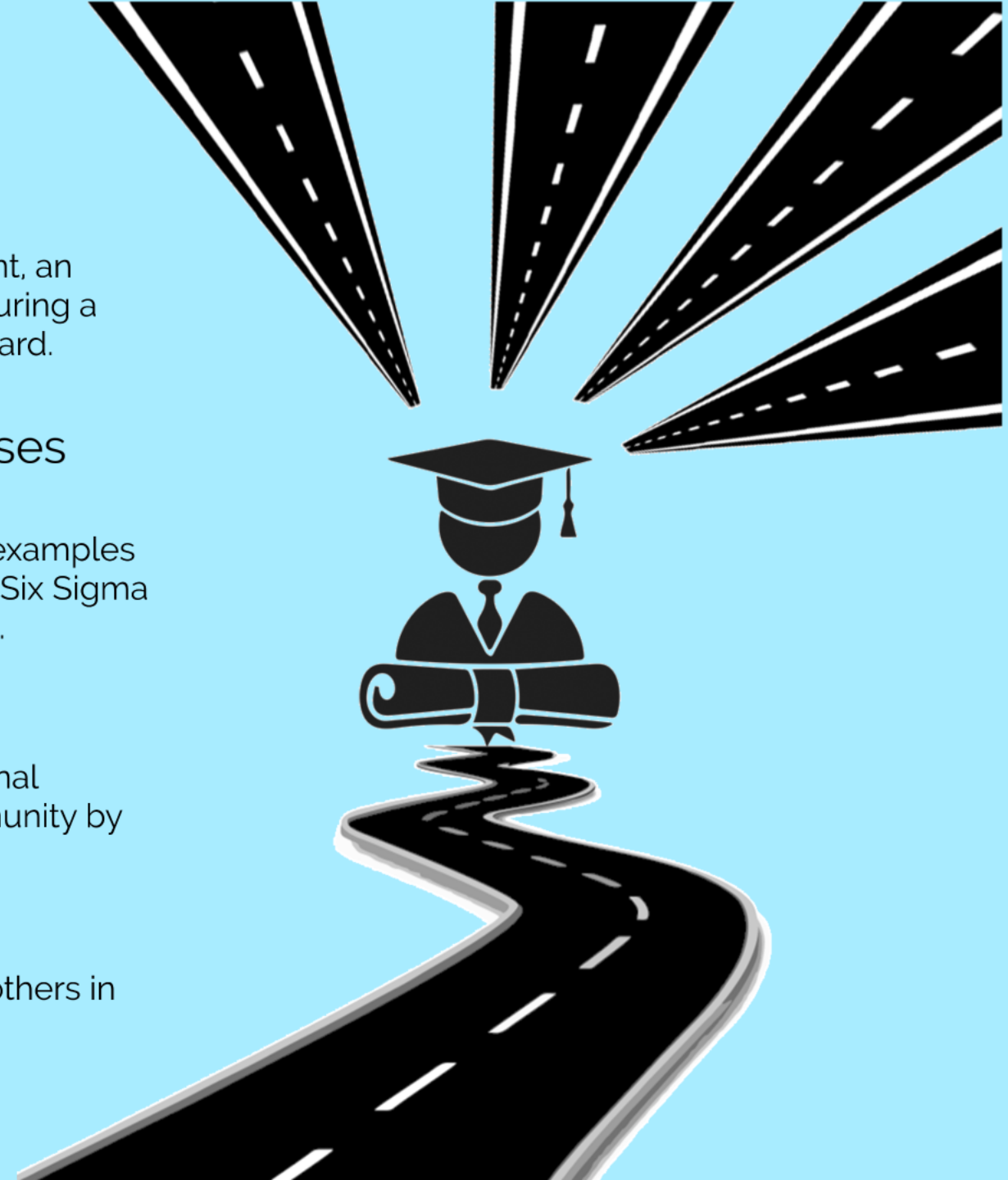
These will vary depending on your target role but general examples include PMIs Project Management Professional, ASQ Lean Six Sigma Belt certifications and IPA Marketing Foundation Certificate.

- Create in-roads through volunteering

This can help you build experience, expand your international resume and network and give you a strong sense of community by giving back to your target profession.

- Seek out short-term international work

This may include internships, one-off projects or assisting others in international assignments. to build a strong skills base.





How can I stay there?

Continuous
Improvement

Performance
metrics

Types of
Progression

Continuous Improvement

- Now you have secured your international position, change your goals to meet new expectations ahead

For example, *"I will meet promotion requirements as proven by my Performance Appraisal score, to move from Intern to Marketing Officer, at the United Nations in Montreal by 01 December 2024."*

- Training and re-skilling

The Harvard Business Review (HBR) IdeaCast podcast (1 Nov. 2023) stated that the half-life for high-tech learning is now only five years. That means continuous training such as online learning, On-The-Job (OTJ) training, workshops, certifications and formal courses are imperative to stay current.

- Challenge yourself

A past CEO told me, *"the reward for good work is more work!"* Where possible, volunteer for more. The compounding result will put you in a strong place to lead higher-profile projects and ultimately the recognition you deserve.

- Ensure you gain a quick understanding of corporate culture and company values

As a new staff, you may not have many achievements to shown yet. So attention on attributes like work ethic, team rapport, problem solving, critical thinking and commitment to company values are good ways to start on the right foot.

S: Specific
M: Measureable
A: Achievable
R: Relevant
T: Time-bound

Performance Metrics

By hiring you, your new organization has decided to invest in you for a reason. Typically your performance will be monitored and scored through formal appraisal platforms. Popular types include:

360 degree

Self-Assess

Psychometric

MBO

Positives of performance appraisals done right:

- Defines your contribution to company top strategic goals
- Feedback loops help keep you focused on objectives
- Potential early warning on widening (or improving) gap areas

Negatives of performance appraisals done poorly:

- Commonly suffer from evaluator personal bias (good and bad)
- Can have an adverse and demoralizing impact on work
- Time-consuming for both evaluator and staff

Your task: Plan to complete objectives early, gather hard evidence of their completion and discuss progress frequently with your line manager to avoid surprises.



Types of Progression

There are several types of ways one can progress and move around in your career, whether that be in local roles or international, here are the top three.

Vertical

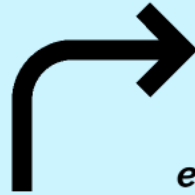
Advancement by improving and maturing in your current tasks to take on greater role responsibility and higher positions in the same company



Best suited to salaried employees

Specialized

Learning new skills to specialize deeper in your field by taking on additional studies or work can bring unique value to employers



Best suited to salaried employees or consultants

Lateral

Moving laterally across from one company to another, or within the same company can diversify and widen your experience and global value



Best suited for gig workers or freelance consultants

Your own unique career journey could look like a combination of all types, whether you are based in one country and sent to work in others temporarily, or relocate to where the work is.



Final things to consider

Chaos,
Chance
and
Change

Chaos, Chance and Change

- Get comfortable in being uncomfortable
It's true international roles can be enticing but recognize that this path can be harder. Remember, high risk can equal high reward.
- Be resilient
There are multiple pathways to achieve your international career goals. Don't stop at "no", stay positive and keep your eye on your goal.
- Design your path, accept the reality
It is inevitable that even the best plans can change without notice. Be flexible and adapt. *"Change before you have to"* - Jack Welsh.
- Your chances are endless!
In the beginning you probably haven't made many (or any) career mistakes yet. Which means you have a lot to learn! When you do (and you will), recovery is always possible as new pathways emerge.
- Working internationally will change you forever
Hopefully for the better. Remember, you have all the resources you need to succeed, so embrace it!

“ Push through
the CHAOS,
to see the
CHANCE you
have,
to CHANGE
yourself
forever ”

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