



### Introduction

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This is the introduction to our series of whitepapers in process management for effective global communications. These papers will give you important information about implementing process management for your global communications and succeeding on your global path. In conjunction with Missouri Quality Examiners, LSI has developed the [Client Mentor Program](#)<sup>™</sup>. We have defined and prioritized objectives that will help companies [mature](#) more efficiently.

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Most companies who invest in global communications are unaware of the opportunities and threats that can have an impact on their overall success. 80% of companies who are on a global path have limited or unsophisticated processes for their global communications. These companies may miss opportunities as they grow in the international field if they do not invest time and budget to make their processes more efficient.

This process management series will focus on some of the key objectives for companies embarking on a global path. These papers will not only communicate to the strategic top, but to all levels in the organization.

Your entire organization can and should contribute to the overall success of the company. We support our clients who participate in the Client Mentor Program and encourage commitment at all levels from the operational level to upper level management.

A number of factors affect an organization's position on the [Global Communication Maturity Model](#)<sup>™</sup>. In organizations that are just beginning to respond to international marketing demands, process management efficiencies are usually driven at the operational level. Upper management in organizations at the Reactive and Conscious levels rarely drive process management initiatives.



4 Readiness categories defined and how they relate to the entire organization



As companies mature, the strategic top is increasingly involved in and focused on process management because their global communication endeavors have a bigger impact on the overall success of the company.

Some core objectives apply to any company at any level of maturation. Our series will address the following:

- **The continuous struggle to obtain financial support for process efficiency in global or multilingual communications.**

Often organizations are unable to determine the ROI for this kind of investment. We have defined and documented action items for setting realistic global communication goals as directly related to an organization's budget and schedule.

- **Commitment to long-term investment in target markets.**

Once an organization starts to provide translated or localized materials, they must be committed to continuously investing in supporting those markets. Often companies do not take the time to build a business case for their

multilingual needs. We have defined and documented the key questions a company must ask themselves when developing a multilingual strategy.

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- **Risk and Growth.**

There are two levels on the Global Communication Maturity Model where the risk of overspending is most evident – Brute Force and High Risk. As an organization grows, a disproportional amount of money must be spent to scale processes and technology necessitated by this growth. We have documented steps for managing the investment in these processes and mitigating the risks of overspending.

- **Organization-wide commitment to Innovation.**

Innovation usually finds its roots at the operational level. How can lower and middle management help to innovate in process efficiency for global communications? How is their contribution to the overall success of the



company validated? LSI's Client Mentor Program™ can help those at the operational and middle management levels validate their positions and obtain financial support from upper management to bring about innovation and change.

In subsequent papers, we will address these issues in more depth as well as other current developments or insights.