Program Guide

2017-2018

THE ROADMAP TO SUCCESS FOR INTERNATIONAL STUDENTS
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For all of us who support International students, **we know, firsthand, how much more anxious students feel being in the United States this year.**

As I’ve communicated with students across the U.S., I’ve sensed a pervasive fear among them, about their welcome in the U.S. Moreover for these students, finding a job in the U.S. seems to be more difficult than ever, with some students telling me that the same companies who had hired interns or full timers last year, are no longer doing so. Interestingly, the severity varies among schools and degree specializations, so the nuances of each school’s ecosystem needs to be understood and tweaked for maximum leverage.

**What is clear is that International students need more support than ever to feel secure, be competent and execute successfully.**

International students need more job search support than ever. A higher threshold for international student hiring will be the reality for 2017-18. Yet student desire to work in the United States has not decreased commensurately.

Moreover, a palpable shift I’ve witnessed is among the Masters business school students, who have become more vocal about wanting equity versus their MBA peers in terms of programs and services. They have explicitly told me that while international Asian students, who pay full tuition, are financially supporting their school, they are not getting equitable support services from the school. The degree of resentment has grown in the last couple of years.

Every year, I feel privileged to work with your talented students, across the country! **I value our partnership and shared learning in a time of dynamic change.**

I truly admire the tireless effort of so many front line advisors who are giving their all, supporting students in an increasingly challenging environment.

I am grateful for the opportunity to collaborate with you, so that together, we can enable your students’ wellness and success. **Our work is more critical than ever, during these challenging times.**
PRIORITY STRATEGIES TO APPLY IN 2017–18

Based on my campus visits to U.S. business schools, here are my recommendations for International student support for the 2017-18 academic year.

1) **Provide acculturation education and support earlier, longer and deeper** during the whole year, not just during Orientation and early Fall.

2) **Assign one advisor to support a student throughout his/her experience.** There are various ways to execute this. Most important is to ensure students have a dedicated person, who demonstrates individualized attention to him/her, can be a trusted go-to contact and conveys genuine empathy for their unique cultural needs.

3) **Provide students with high-touch job search coaching so advisors can get to the “real” issue.** Students consistently tell me coaches don’t have enough time or cultural perspective, and thus, offer International students strategies that seem “cookie-cutter”, and not customized enough for job search effectiveness.

4) **Provide students with a job search learning program that is tailored to their needs** and helps them do 3 things:
   i. Understand the cultural “why’s”,
   ii. Develop and practice new skills repeatedly, in a safe environment with executable feedback, and
   iii. Know explicit step-by-step instructions (especially for the Masters students) so they know they are doing it “right.”

5) **Make sure advisors and faculty are equipped with the cultural competency** necessary to engage and teach empathetically and effectively.

6) **Ensure International and American students are engaging effectively and respectfully in their teams and social lives.** International students consistently tell me that American students don’t seem really interested in them or their culture. There is much for American students to learn if they are to be effective global leaders.
Our step-by-step "Building Block" programs utilize precise cultural decoding to develop critical skills for International student market readiness.

Student Readiness Phases

Corresponding Programs

- UNDERSTAND U.S. CULTURAL NORMS / JOB SEARCH
  - Essentials of U.S. Culture and University Life in the U.S.
- DEVELOP STORIES
  - Job Search Success in the U.S.
  - Personal StorySelling Through Small Talk
  - Career StorySelling
- PRACTICE INTERACTIONS
  - Mastering Small Talk
  - Understanding U.S. Networking
  - Effective Networking at Events
  - Nailing the U.S. Interview
- DO/ACT
  - Negotiating The Offer/Internship Success
  - Mastering One-on-One Networking
- LAUNCH
Our Programs
We aim to build student success by developing cultural competencies in international and domestic students alike.

**BUILD CULTURAL COMPETENCY AMONG ADVISORS**

Advisors develop greater cross-cultural awareness and coaching effectiveness.

"[The most helpful aspects of the workshop are] cultural preferences and coaching tips and ways to address and coach intl students".

**DEVELOP EFFECTIVE CROSS-CULTURE STUDENT TEAMS**

Domestic & International students communicate and collaborate differently. Know why and how to become more competent building across cultures.

"[I] learned about other cultures and became more conscious about participating in a team".

**BUILD AMERICAN LEADERS READY FOR THE GLOBAL MARKETPLACE**

Domestic students should understand how Asia, the rising economic power, and other cultures communicate, operate and decide.

"[After the workshop, I will] work on my soft skills and be more aware of cultural difference".
Cultural agility is a must-have skill for all students, whether they work in-country or abroad. As individual leaders and as team members, it’s absolutely critical to know how to effectively engage with people who are different from us — in values, behavioral norms and communications.

### Building Effective Cross-Cultural Student Teams

<table>
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<tr>
<th>PRICE</th>
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<tbody>
<tr>
<td>3-hour session</td>
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With International student populations surging on American campuses, tensions / separation are occurring between American and International students — in social situations and in academic, team-based projects. Both American and International students have specifically pointed to the need for *facilitated dialogues* to help them better communicate and learn about each other. This 3-hour workshop provides:

- A framework to understand cross-cultural norms and behaviors, from the U.S. to Latin America to Asia.
- Experiential learning that breaks down cultural barriers and engages students in creative/productive team building

**Student Feedback:**

"[The most helpful aspect of the workshop is the] awareness that it requires an effort to integrate in different cultures".

### Preparing American Students for Global Leadership

This workshop builds cross-cultural agility among U.S. students to better prepare them for corporate success on a global scale. Students will understand:

- What cultural preferences are and how it impacts communications and relationship building with non-Americans
- Why collaboration with persons different from our native cultures is critical for career success

**Student Feedback:**

"[After the workshop, I will] work on my soft skills and be more aware of cultural difference".

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**Dreambridge Partners**

**STUDENT PROGRAMS**

**DEVELOPING FUTURE GLOBAL LEADERS**
Understanding cultural preferences and differences is essential to effective advising and teaching. Advisors and faculty have given us high praise for helping them bridge the cultural gap and develop strategies for greater impact.

Cultural Intelligence Training to Improve Advising and Teaching Effectiveness

International students are different. They are different in their communications, classroom engagement and community involvement. Advisors and faculty who understand drivers of cultural difference improve their effectiveness as instructors and are more comfortable working with this sector of students.

This 3-hour workshop

- Exposes key cultural differences that impact interpersonal communication between faculty/advisors and International students
- Provides strategies and practices to improve one’s cross-cultural proficiency
- Individual online cultural assessments

Advisor Feedback

"I liked the comparisons of cultural differences and tangible exercises to help International students".

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<tr>
<th>Cultural Intelligence Training to Improve Advising and Teaching Effectiveness</th>
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<tr>
<td></td>
<td>$6,500</td>
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<tr>
<td>Individual online cultural preference assessment: additional $60 per person</td>
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WORKSHOPS FOR INTERNATIONAL STUDENTS

*International students need an explicit road map and instructions to develop communication and social skills American peers already possess.*

**SUCCESS IN THE U.S. — Building U.S. Job Search Marketability**

Our Success in the U.S. program is tailored to build student confidence and competency by providing targeted programs, offered at key points in the school year. Each workshop topic corresponds to a "Building Blocks" Student Readiness Phase, as illustrated on page 5.

<table>
<thead>
<tr>
<th>Workshop Topics</th>
<th>Student Readiness Phase</th>
<th>PRICE</th>
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<tbody>
<tr>
<td>• Adapting to U.S. Culture</td>
<td>U.S. Cultural Norms</td>
<td></td>
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<tr>
<td>• Personal Story Selling with Small Talk</td>
<td>Develop Stories</td>
<td></td>
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<tr>
<td>• Career Story Selling</td>
<td>Develop Stories</td>
<td></td>
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<tr>
<td>• The 5 Questions You Must Master for Interviews</td>
<td>Develop Stories</td>
<td>See Below</td>
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<tr>
<td>&amp; Networking</td>
<td>Practice Interactions</td>
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<tr>
<td>• Navigating Large Event Networking</td>
<td>Practice Interactions</td>
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<tr>
<td>• Mastering One-on-One Networking</td>
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**Teaching Options**

| One Day On-Campus Visit                             | Daily rate $6,500             |             |
| Up to 2 workshops (1.5–3 hours each).               |                               |             |

| “Building Blocks Series” — Multiple On-Campus Visits | 2 days: $12,000               |             |
|                                                      | 3 days: $15,000               |             |

This approach delivers an “integrated continuum” of cultural learning that has proven highly effective for students.

Combine any of the above options with FREE online videos *(see page 12 for more details)*
STUDENT WORKSHOP TOPICS | DESCRIPTION

ADAPTING TO U.S. CULTURE
For International students, the key to acculturation success is understanding critical American values of individualism and personal expression — values that can differ widely from other world cultures. This session explains how these values show up in academic, social and job search realms in the United States and addresses what students need to do to succeed, including interactive role playing. (U.S. Cultural Norms)

PERSONAL STORYSELLING WITH SMALL TALK
Telling personal stories in public is not a norm in many cultures, but is a “must have” social and professional skill in the U.S. This workshop helps students learn and practice the fundamentals of American small talk: developing personal stories, keeping a conversation going, entering and leaving conversations. (Develop Stories)

CAREER STORYSELLING
StorySelling is about developing the most compelling stories and knowing how to convey them most effectively in the setting of networking and interviewing. Applying American marketing concepts of customer needs and key selling points, this workshop helps students build a unique and relevant “core story” for their job search, debunking the myth that superior grades are the pathway to U.S. jobs. (Develop Stories)

THE 5 QUESTIONS YOU MUST MASTER FOR INTERVIEWS & NETWORKING
Students build on their core career story (their pitch) to create compelling and authentic “Proof Stories” essential for job search conversations. This workshop unpacks the critical factors to successfully answer the “5 key questions” including the intent of interviewers, a templated framework for response and live practice with feedback. (Develop Stories)

NAVIGATING LARGE EVENT NETWORKING
Career fairs, on-campus company visits and speaker forums are International students’ first introduction to American job search networking. It can be daunting. Most cultures do not network like Americans. Key elements of group networking will be addressed, such as conducting pre-event research, having clear goals for events, learning how to start, engaging and leaving group conversations and following up with contacts after the event. (Practice Interactions)

ONE-ON-ONE NETWORKING
The most impactful networking occurs one-on-one. For International students, however, promoting oneself to individuals in positions of authority is simply not done. Many have never even conversed with senior-level individuals. This session focuses on how to: make contact; navigate the 4 phases of a networking conversation; engage socially; showcase qualifications and interest; ask strategic questions during the conversation and, follow up after the meeting. One-on-one networking is, without a doubt, the most difficult and challenging job search skill for International students to develop and master. (Practice Interactions)
# Networking Book & Videos

Networking is a difficult skill to master, especially for non-Americans. Equipped with the context, frameworks and live practice, International students gain the tools to network with confidence.

## Networking Readiness — Building confidence and storytelling skills

In the U.S., 70% of jobs come from networking! Networking is a critical skill to develop if students are serious about finding a job in the U.S. The cultural aspects of networking present a unique challenge for International students, particularly those whose cultures frown upon self-promotion. Therefore, students need to possess a firm grasp of the "what" and "why" of networking before they can perfect the "how".

<table>
<thead>
<tr>
<th>How to Network Like an American book</th>
<th>PRICE</th>
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<tr>
<td>Judy's book is a comprehensive, yet simple, step-by-step guide that provides a deeper understanding of networking, including access to sample emails, phone calls, cultural cues and other interactions.</td>
<td>$24.99*</td>
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*Volume Discount on book purchases (100+ copies) 20% off

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<tr>
<th>Networking Video Series</th>
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<tr>
<td>The 13 networking videos walk students through the entire networking process, from cultural concepts to implementation. (See complete list online.)</td>
<td>$1,275**</td>
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<tr>
<th>Network Readiness Bundle: Book + Video Learning Package</th>
<th>PRICE</th>
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<tr>
<td>The complete set of networking tools: complimentary videos included with bulk book purchases (100+ copies)</td>
<td>FREE (videos)</td>
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**For one academic year
VIDEO TUTORIAL LIBRARY

An at-your-fingertips, "how-to" reference that addresses critical cultural nuances that affect success.

BASIC / FOUNDATIONAL TOPICS
Our Dreambridge Learning website features these videos for free to anyone who wishes to view, share, teach, or advise with them! Go to www.dreambridgelearning.com to access them — right on the home page. The videos are grouped by topic:

• U.S. Culture
• Academics in the U.S.
• Small Talk
• Job Search Success
• StorySelling

PREMIUM / FEE-BASED TOPICS
Networking is one of the most critical skills to master for job search success. Our videos address vital phases of the networking process. These videos, 13 in all, comprise the bulk of our Networking Video Series. The series is available as part of the Network Readiness Bundle (see page 12), or it can be purchased separately.

I have sat through several of Judy Shen-Filerman’s presentations at various career conferences, and her video presentations mirror her in-person delivery in every respect: insightful, empathetic, informative and inspiring.

JOHN RYDER
Goizueta Business School, Emory University

I think those [videos] are really good. They help me not only understand several aspects of American life, but also increase my confidence.

Y. CUI
American universities have a unique opportunity to help International students have a positive, memorable, once-in-a-lifetime experience that engenders long-term ties with the university.

### International Student Program Design

Our consulting service helps universities address multiple aspects of an International student’s experience. We provide:

1) Assessment of your current programs
2) A framework for effective International student support
3) Strategies, such as programming and training, to address critical needs

A strategic design can help International students adapt and achieve, leaving their university experience with confidence and satisfaction.

**PRICE**

Fee varies depending on engagement breadth, depth and duration
QUESTIONS & INQUIRIES

For more information, please contact us:

**Phone:** 617-395-9232 x101  
**Email:** ting@dreambridgepartners.com  
**Website:** www.dreambridgepartners.com/universities

*We look forward to collaborating with you to improve your International students' satisfaction and success.*