

### Culture General and Culture Specific Analysis

Alejandro, a Mexican-American college sophomore, is traveling to Puebla, Mexico for a six-week study abroad program. His parents moved to Cincinnati, Ohio when Alejandro was seven and his sister was five. His father was initially transferred there to head the Global Consumer Products Division at Procter and Gamble Corporate Headquarters. Since then Alejandro has lived in a middle class suburb where many P & G expat executives choose to buy homes because the schools are so highly rated.

Though his family almost always communicates in English they always spoke Spanish with his grandparents and other relatives when they visited with each other either in the U.S. or on a few occasions in Mexico City where his extended family lives. Because Alejandro wanted to be more fluent he took Spanish all four years in high school. As a result he placed out of the language requirement at his university. Though he is interested in what he is studying, he is most looking forward to getting to know his roots and making friends with the locals. As the only Mexican American in the program he sees himself as a kind of an ambassador for the other American students.

Two weeks into the program, Alejandro feels disillusioned. Although it is a city, Puebla isn't like Mexico City. It seems like the people aren't as friendly. There are also a lot of Germans in the area where he is staying because of the large Volkswagen plant there. And when he talks to the local Mexicans they look at him as though they can't understand him. His roommates have been giving him a hard time—saying things like, "I thought you could speak Spanish, Dude! Some Mexican you are." Alejandro is so upset he can't concentrate on his coursework. He wishes he had never signed up for this program.

#### DIRECTIONS:

Let's rewind the clock back three months. You have been brought in to help prepare Alejandro for his study abroad. Begin by individually reviewing Alejandro's IES report and GlobeSmart Profile. Then, in your group consider how you could use these results to foresee some of the challenges that he has faced. Please use the following questions to guide your discussion and prepare to report out your responses.

1. What are some potential strengths and some potential areas for development based on his IES results?
2. What are some potential strengths and some potential areas for development based on his GlobeSmart Profile?
3. What are some specific questions you would ask Alejandro, to gain further insight into his survey results?
4. Flip chart a list of best practices or preparatory steps he should take in order to ensure success.

**IES:**

	LOW	MODERATE	HIGH
<b>CONTINUOUS LEARNING</b>		X	
EXPLORATION			X
SELF-AWARENESS	X		
<b>INTERPERSONAL ENGAGEMENT</b>		X	
GLOBAL MINDSET			X
RELATIONSHIP INTEREST	X		
<b>HARDINESS</b>	X		
POSITIVE REGARD		X	
EMOTIONAL RESILIENCE	X		
<b>OVERALL IES RESULT</b>		X	

**GLOBESMART PROFILE:**

