

# Iacocca GLOBAL VILLAGE

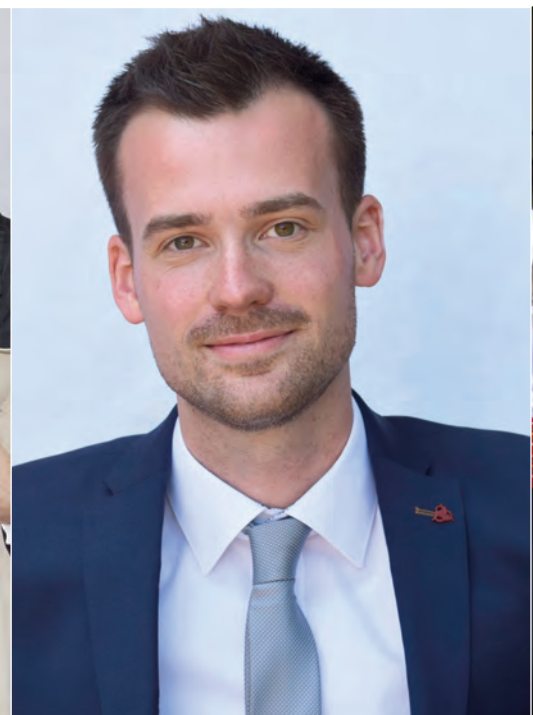
*for Future Leaders*



*June 23 - July 28, 2018*

Iacocca Institute  
Office of International Affairs  
Lehigh University  
Bethlehem, Pennsylvania, USA





## become a GLOBAL LEADER



### CORE AREAS

- Leadership
- Entrepreneurship
- Business & Sector Best Practices
- Global Networking
- Career Path Development
- Cultural Awareness

*The Iacocca Global Village for Future Leaders is a leadership development experience like no other. We believe that ethical leadership matters. We believe that knowledge of business and industry, skills in leadership and entrepreneurship, and the development of a powerful global network are essential to success. We recognize the importance of cultural values and believe that effective leaders break down negative barriers. We believe that Iacocca Global Village is the place where future leaders are created.*

### THE IACOCCA GLOBAL VILLAGE

for Future Leaders is an applied leadership, management, and cross-cultural experience. It is designed for young professionals and advanced students who share the dream of building a leadership career with global impact, and who want to form an active and lasting global network.

Through program sessions, topic-specific panels, networking sessions, company visits, consulting projects and cultural experiences, Global Village participants learn new tools and gain insightful perspectives that are essential to becoming successful leaders. During the intensive five-week program, Villagers find themselves amongst a diverse group of 75-100 individuals, coming from 45+ countries, represent-

ing a myriad of cultures, speaking a multitude of languages, and offering unique insights based upon their own background, education and experience.

The program requires no academic prerequisites and delivers no traditional grades. Villagers attend “learning sessions,” not “classes” and “discussions,” not “lectures.” Villagers establish their own goals and objectives and work with program staff to map a customized and experience-based action plan.

**NETWORK OF 2122 YOUNG PROFESSIONALS FROM 139 COUNTRIES AND TERRITORIES AROUND THE WORLD.**





## 2017 Iacocca GLOBAL VILLAGE

- 100 Villagers representing 54 countries
- 51% women and 49% men

*Iacocca Global Villagers come from many diverse backgrounds and experiences. Throughout the years, Villagers have shared their knowledge with each other and have connected with professionals from around the globe. At the Global Village program, our participants listen to, learn from, and share the voice of experience.*

- She is an attorney who formerly worked for the Panama Canal Authority and now works with PLAN, one of the largest children's development organizations in the world.
- Born in Kyiv Ukraine, he is the Operations Manager at eBay, Inc.
- She founded her own consulting business in her home country of Belarus, On Foot Branding Studio and was one of the organizers of the AD.NAK!, Belarusian Festival of Marketing and Advertising.
- He is a young Mexican entrepreneur who owns several successful businesses in Mexico City, Cancun and Monterrey.
- She negotiates million-dollar bank loans in Peru.
- He is Vice President and Latin America Regional Ethics Officer at Walmart Stores Inc.
- She is currently working as a Youth Program Officer at Society for International Education in her home country of Pakistan where her expertise includes exchanges and teacher-student training.
- He owns and operates an international shipping enterprise in Ghana.
- She works for the European Parliament.
- He is a young Afghani lawyer who helped draft the constitution for the newly democratic government of Afghanistan. He now holds the position of the Head of the Department of Islamic Countries with the Max Planck Institute for International Law in Germany.
- She is a young Israeli computer scientist with several patents already to her credit.

## COUNTRIES AND TERRITORIES

AFGHANISTAN  
ALBANIA  
ALGERIA  
ANGOLA  
ALBANIA  
ANTIGUA & BARBUDA  
ARGENTINA  
ARMENIA  
AUSTRALIA  
AUSTRIA  
AZERBAIJAN  
BAHRAIN  
BANGLADESH  
BELARUS  
BELGIUM  
BELIZE  
BOLIVIA  
BOSNIA & HERZEGOVINA  
BOTSWANA  
BRAZIL

BRUNEI  
BULGARIA  
BURKINA FASO  
CAMBODIA  
CAMEROON  
CANADA  
CENTRAL AFRICAN  
REPUBLIC  
CHILE  
COLOMBIA  
COSTA RICA  
COTE D'IVOIRE  
CROATIA  
CZECH REPUBLIC  
DENMARK  
DOMINICAN REPUBLIC  
ECUADOR  
EGYPT  
EL SALVADOR  
ENGLAND

EQUATORIAL GUINEA  
ESTONIA  
ETHIOPIA  
FRANCE  
GABON  
GEORGIA  
GERMANY  
GHANA  
GREECE  
GUATEMALA  
HONDURAS  
HONG KONG  
HUNGARY  
ICELAND  
INDIA  
INDONESIA  
IRAN  
IRAQ  
ISRAEL  
ITALY

JAPAN  
JORDAN  
KAZAKHSTAN  
KENYA  
KOREA  
KOSOVO  
KUWAIT  
KYRGYZSTAN  
LATVIA  
LEBANON  
LIBERIA  
LIBYA  
LITHUANIA  
LUXEMBOURG  
MACEDONIA  
MADAGASCAR  
MALAWI  
MALAYSIA  
MALI  
MARTINIQUE

MAURITIUS  
MEXICO  
MOLDOVA  
MONACO  
MONGOLIA  
MONTENEGRO  
MOROCCO  
NAMIBIA  
NEPAL  
NETHERLANDS  
NEW ZEALAND  
NIGERIA  
NORTHERN IRELAND  
NORWAY  
OMAN  
PAKISTAN  
PALESTINE  
PANAMA  
P.R. CHINA  
PERU

PHILIPPINES  
POLAND  
PORTUGAL  
PUERTO RICO  
ROMANIA  
RUSSIA  
SAUDI ARABIA  
SCOTLAND  
SERBIA  
SINGAPORE  
SLOVAK REPUBLIC  
SLOVENIA  
SOMALIA  
SOUTH AFRICA  
SPAIN  
ST. MARTIN  
SUDAN  
SURINAME  
SWEDEN  
SWITZERLAND

SYRIA  
TAIWAN  
TAJIKISTAN  
TANZANIA  
THAILAND  
TIBET  
TRINIDAD & TOBAGO  
TURKEY  
TURKMENISTAN  
UKRAINE  
UNITED ARAB EMIRATES  
UNITED STATES OF  
AMERICA  
URUGUAY  
UZBEKISTAN  
VENEZUELA  
VIETNAM  
YEMEN  
YUGOSLAVIA  
ZAMBIA  
ZIMBABWE





## Learn EXPERIENTIALLY



### 2017 PROGRAM

- 33 Facilitated Sessions
- 6 Local Business Experiences
- 105 Companies Represented
- 14 Consulting Projects
- 12 Company Visits and 22 Executives in New York City and Washington, D. C.
- 34 Executive Visitors
- 10 Virtual Executive Visitors
- Community Projects
- 14 Villager Led Sessions



*The experience is unique and the opportunities are abundant. By selecting sessions, panels, executive visitor round tables, key company visits, a business consulting project, and presenting one's country, villagers' knowledge of business and industry will be increased, leadership and entrepreneurial skills will be strengthened, and a global network will develop. Learning experiences are individually customized and enhanced through interactions and the many cultures represented among the Global Villagers.*

### PROGRAM SESSIONS AND HOT TOPIC DISCUSSIONS

Iacocca Global Village is about exposure to some of the most critical topics affecting business. With more than 30 sessions and hot topic discussions presented by international and domestic facilitators, Villagers discover business trends and best practices found in the global marketplace. Sessions provide necessary skills identified by successful leaders and focus in the areas of cultural competency, ideation, creative energy, business and industry knowledge, management skills, leadership skills, and networking trends.

### EXECUTIVE VISITORS

During the Iacocca Global Village, Villagers have the opportunity to interact with more than 50 global and regional executives who represent large and small corporations,

family-owned businesses, NGO's, start-up companies, and sole proprietorships.

Each week, top level executives visit and interact with the Villagers, sharing business and sector experiences and discussing topics of interest. Knowledge is shared and new perspectives are explored offering the Villagers a wide array of role models and connections to their networks. More importantly, Villagers direct the conversation by asking questions, raising objections, offering alternative points of view and discussing the best practices of their respective nations.

Again and again, visiting executives tell us what a rare joy it is to have the opportunity to learn from our microcosm of the world and share their own experiences.

## THE IACocca INSTITUTE WISHES TO THANK THE FOLLOWING BUSINESSES, GOVERNMENT AGENCIES, AND EDUCATIONAL INSTITUTIONS FOR THEIR PARTICIPATION IN GLOBAL VILLAGE 2017

Aequitas	CRC Industries	Lehigh Electric Products	Sell Family Foundation
Alliance Bernstein	Dauti Law Firm	Lehigh University	Senso/Entopan
ALMARK, Japan	DeSimone Consulting Engineers	Lehigh Valley Cops N Kids	Seviroli Foods
American Councils for International Education	Deutsche Bank Trust Company Americas	Lehigh Valley Economic Development Corporation	Shoreen Bridal
AvoGlobal, Ltd	EcoFashion Online	LU Office of Technology Transfer	Small Business Development Center
Baker Institute for Entrepreneurship, Creativity and Innovation	ElectroCore	Luca Meldolesi	Strawberry Energy
Ben Franklin Technology Partners of Northeast PA	Enterprise Georgia	Lutron	Sub-Saharan Africa Chamber of Commerce of Philadelphia
Bio Compression Systems, Inc.	Entrepreneurs Organization	MAROG Creative Agency	Sustainable Community Holdings (SCH)
Bloomberg	Ferdinando Buscema Magic	Martin Gunter	Ten Thousand Villages
Bracalente Manufacturing, Inc.	Fitzpatrick, Lentz and Bubba	Medella Laboratories	The Ronald Reagan Building and International Trade Center
Business Financing Solutions, Inc.	Gary Tharaldson School of Business at University of Mary	Mindfulness Based Self Expression	The Stone House Group (SHG)
Capital BlueCross	Geneva Group International, AG	Miracle League of the Lehigh Valley	The Workshop
Caravel Capital Management	Global Ark Consulting	MM LaFleur	The World Bank
Center for Community Engagement, Lehigh University	Global Med	Mountaintop Initiative, Lehigh University	Think Creative
Center for Executive and Professional Development (CEPD, London)	Global Philadelphia Association	National Management Strategies, Inc.	Tigress Financial Partners LLC
Cepasa	Gramercy Protocol	New York Stock Exchange	Trading House TEANA, Ltd.
City of Bethlehem, Department of Community and Economic Development	Harris Sachs, LLC/The JD Sachs Group, Inc.	Nora Gardner	Trillion Source (USA) Inc.
Community and Regional Affairs, Lehigh University	Hewlett Packard Enterprise	Olympus of the Americas	U.S. Capitol
Compliance and Capacity Skills International, LLC	Iacocca Foundation	Orasure Technologies, Inc.	U.S. House of Representatives
Computer Aid, Inc.	Inkafarma	PA Department of Community and Economic Development	U.S. State Department
Congressman Charlie Dent	International Labour Organization	Pause Foundation, Sweden	United Nations
Cornerstone Capital Management	IPAE	Pestagon	Universidad Carlos III de Madrid
	JCS Global Distribution	Precision Talent International	Universidad Francisco de Vitoria
	Just Born, Inc.	Preply	Viddler, Inc.
	Kellogg Conference Hotel, Gallaudet University	Professional Advancement and Training Resources, Inc.	VIVA Homes Finance, Ltd.
	Klasko Immigration and Law	RJ Foundation	Wall Street Walks
	Landau, Hess, Simon and Choi	Roman Media Group	Wharton Executive Education
	Latin Insights, LLC		Woven Stitch FZC

### LEARNING OBJECTIVES

- Increase Business and Sector Knowledge
- Develop Leadership and Entrepreneurial Skills
- Develop Cultural Awareness
- Build a Global Network

### COUNTRY PRESENTATIONS

Iacocca Global Villagers, many of whom are or will be business leaders, are being challenged to operate in an increasingly complex, interdependent, and dynamic global environment. To compete and succeed, leaders must understand the business and political climate, opportunities, cultural nuances, and acceptable professional practices of countries around the world. The Country Presentations offer Iacocca Global Villagers the opportunity to share their countries "best business practices" with their Village colleagues, the Lehigh University community and local leaders. Through this presentation, the Villagers will be asked to be creative in "pitching" their country as a potential for business investment. However, the presentation should also be sure to include information on potential obstacles

to overcome, the influence of culture, and best practices while doing business in that country. The presentations will be evaluated by a team of Global Village guides and peers for overall presentation, creativity of presentation, speaking skills, body language, and a rating on the potential of business investment in that country.

### BUSINESS CONSULTING PROJECTS

Under the supervision of an external client and program mentor, Iacocca Global Village consulting teams are challenged to provide an appropriate business solution for an issue or problem faced by an external client. The designs, demands and deadlines are real. Starting with basic project management techniques, Villagers are immersed in the deadlines, client demands, challenges to overcome time constraints, management of cultural barriers and ultimately, to deliver a set of strongly crafted and unique recommendations. These projects provide the opportunity to experience the pressures and to reap the rewards of delivering value to clients while working on a diverse team.

### COMPANY VISITS

In addition to program sessions, Villagers have options to visit local organizations. During guided site visits, organizations highlight their best practices, success factors and lessons learned, as well as overall trends and

opportunities in their sector. Business leaders share company developments, difficulties and competitive advantages while Villagers ask questions that explore insights into the company's growth and development.

Iacocca Global Villagers also visit organizations in regional centers of business including New York City and Washington DC. A day trip to New York includes visits to premier businesses and organizations. A multi-day trip to Washington DC provides insight into organizations centered in the capital of the United States.

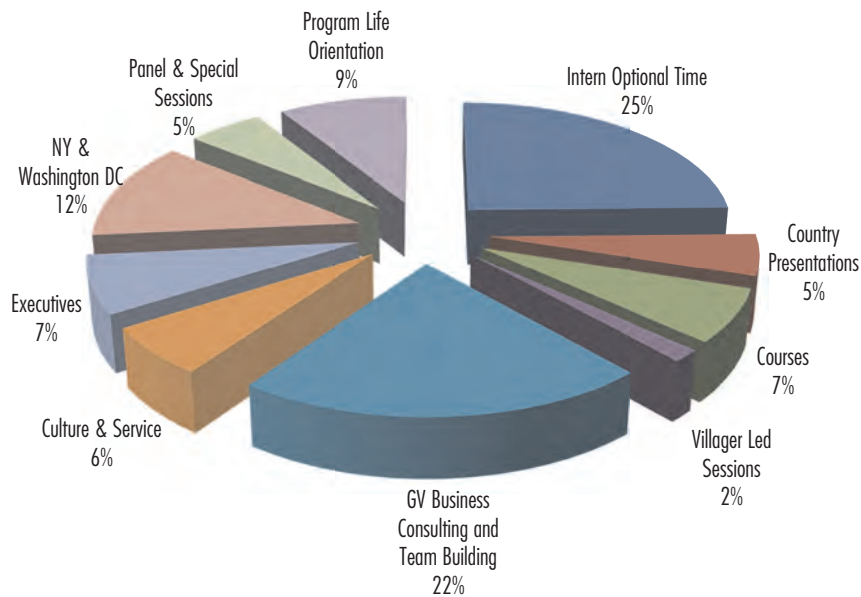
### PANELS

The Iacocca Global Village provides discussions focused on important topics affecting the world today. A forum where the Villagers and the executives interact, discuss and debate, sessions are driven by dynamic exchanges, energy and the interactions of the panelists with each other.

### VILLAGER LED SESSIONS

Villagers can propose their own sessions to discuss global topics, hold informal group seminars and share their own businesses, hobbies and skills with their peers.





## CUSTOMIZATION



*As leaders, we have to be ready for a future that is different from today. At the Iacocca Global Village, we are doing just that - figuring out how to work together as our world changes and the challenge of leadership changes.*

KIRA C. MENDEZ  
Director, Iacocca Institute®

*The Iacocca Global Village provides an experience that is unique to each participant. Villagers develop a set of goals and work with their personal guide to choose the curricular elements that will help them advance in their work, career and life. With so many opportunities, Villagers quickly learn the value of time management and decision making skills.*

### SCHEDULE

The five week schedule includes 4 specialized sessions, 8 opportunities to meet local executives, 2 themed panel sessions, over 55 hours of team project work, 45+ country presentations, several seminars, 3 cultural exchange events, negotiation simulations, Hot Topic sessions led by Villagers, guides and executives, service projects and visits to New York City and Washington, DC. With so many choices and variables in the schedule, the experience is rich and unique. Learning experiences are customized based on the sessions selected, the executive meetings chosen, and the company visits attended. Each year the program introduces new executives, facilitators, and sessions to the curriculum to stay in front of business trends, and to develop tested and proven skills. Lastly, team dynamics and interactive sessions add a cross-cultural component to the learning experiences.

### GUIDES

To assist Villagers with their choices and to optimize the Iacocca Global Village experience, the candidate manager assigns each accepted applicant a Guide. Chosen from the ranks of our alumni, Guides collaborate with

Villagers to design a unique program of custom choices that match the Villager's objectives. Focused on goal attainment, Guides provide Villagers with assistance in developing short and long-term goals, and then an action plan to achieve those goals.

### CULTURAL UNDERSTANDING

Living, working and learning together provide our Villagers with a microcosm of the world during the Iacocca Global Village program. Villagers represent various academic majors, professions, countries, ages and cultures- a tapestry of diversity. Each Villager is encouraged to bring a formal national dress, as well as anecdotes, songs, poems, audio/video and other expressions of their cultural heritage. The Iacocca Global Village offers many opportunities to share, celebrate, and understand the value and majesty of international diversity.

To encourage social interaction across cultural barriers and to enhance this multicultural experience, Villagers share a room in on-campus dormitory housing. The dormitory provides a family-style kitchen, living rooms, dining areas and common area for social and cultural functions.

## SAMPLE PROGRAM SCHEDULE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						23-Jun All interns arrive by 12:00 PM  BBQ Lunch  Grocery Trips  Team Building - Dorms
24-Jun Campus Tour  Lunch  Welcome Ceremony  Grocery Trip  Residence Life Orientation	25-Jun Village Meeting  Curriculum Orientation  Understanding Lehigh's Software  Brainstorming Session  Opening Gala	26-Jun Village Meeting  Survival Exercise  Project Orientation  Project Meeting	27-Jun Village Meeting  Project Client Meeting  Project Work  Guide Group Meeting	28-Jun *Intern Registration Complete  Village Meeting  Reframing the Problem Session  Communicating Leadership  Team Building Exercises	29-Jun Residence Meeting  Scavenger Hunt  Country Presentation Work  Grocery Trip	30-Jun FREE DAY
1-Jul Culture Night 1	2-Jul Country Presentations  Village Meeting  Global Hot Topics  Project Work	3-Jul Country Presentations  Village Meeting  Project Work	4-Jul Country Presentations  Village Meeting  Villager Led Sessions  Alumni Panel Alumni Bar B Q Fireworks	5-Jul Country Presentations  Village Meeting  Villager Led Sessions Hot Topics Team building Workshop  Guide Group Meeting	6-Jul Country Presentations  Village Meeting  Academic Sessions  Grocery Trip	7-Jul Philadelphia Trip Optional
8-Jul Miracle League Community Service Project  Project Overviews	9-Jul Country Presentations  Village Meeting  Academic Sessions  Entrepreneurship Panel	10-Jul Village and Team Photos  Project Work Day  Guide Group Meeting	11-Jul Country Presentations  Village Meeting  Academic Sessions  Global/Family Business Panel	12-Jul Country Presentations  Virtual Alumni Executive Visitors  Executive Sessions	13-Jul New York City Business Sessions  Free Time	14-Jul New York City FreeTime Optional  Grocery Trip
15-Jul Culture Night 2	16-Jul Morning Meeting  Culture Simulation and Negotiations Training  Executive Sessions  Speech Trials	17-Jul Country Presentations  Morning Meeting  Academic Sessions  Project Work  Guide Group Meeting	18-Jul Country Project Work  Networking Lunch Celebration of Mandela Day!  Executive Sessions	19-Jul Trip to Washington DC  World Bank	20-Jul Trip to Washington DC  Business/NGO Work Sessions  Free Time  Return to Lehigh University	21-Jul FREE DAY  Grocery Trip
22-Jul Culture Night 3	23-Jul Country Presentations  Village Meeting  Project Meeting/Team Work	24-Jul Country Presentations  Village Meeting  Project Meeting/ Project Team Work	25-Jul Client Project Presentations  Project Team Debrief	26-Jul Village Meeting  Leadership Panel  Intro to GV Network Yearbook Introduction  Guide Group Meeting	27-Jul Closure Document  Graduation Ceremony	28-Jul Program Checkout Villagers depart by 12:00 PM

## OTHER PROGRAMS OF THE IACocca INSTITUTE®

### Iacocca GLOBAL VILLAGE *on the Move*

Iacocca Global Village on the Move programs are mobile versions of Lehigh University's highly acclaimed Iacocca Global Village program and offer an international experience in combination with a professional level educational experience. Programs provide a flavor of the local business culture and regional business landscape, in locations throughout the world. Past programs have been held in Italy, Peru Spain, Australia, UAE, Malaysia, China, Russia, and India. For more information visit [www.global.lehigh.edu/iacocca](http://www.global.lehigh.edu/iacocca) and click on the Iacocca Global Village on the Move program page or contact Trisha Alexy, US Managing Director at [tsa2@lehigh.edu](mailto:tsa2@lehigh.edu).

### Iacocca GLOBAL ENTREPRENEURSHIP INTENSIVE *for High School*

Lehigh hosts this unique learning program each summer to educate 76 top high school students from the U.S. and other countries. The four week experiential program focuses on the topics of global entrepreneurship leadership, innovation, creativity, and doing business around the world. Students participate in core and focus courses, executive sessions, large and small group seminars and workshops, and visits to New York City, Harrisburg and organizations in the Lehigh Valley. One of the highlights of the program includes student marketing/business plan team projects with local business partners. To date, over 1161 U.S. and international students have participated in the program. For additional information, contact Diana Shepherd, Director, at [dqs206@lehigh.edu](mailto:dqs206@lehigh.edu).





# a global EXPERIENCE



*"We are continually faced by great opportunities brilliantly disguised as insoluble problems."*

Lee Iacocca

## FOR FURTHER INFORMATION:

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## Iacocca GLOBAL VILLAGE

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Brochure photos courtesy of Ryan Hulvat, John Kish IV,  
Christa Neu & Alexis Leon

*After the pilot program for the Iacocca Global Village in 1997, Lee Iacocca said, "In a changing world, a first step toward leadership is taking advantage of a genuine opportunity. A second step is recognizing others that do the same." This summer, the door to that network opens again as approximately 75-100 Villagers will join over 2122 GV Alumni from 139 countries. The entrance is through the Iacocca Institute. Are you ready to take the first step?*

## THE IACOCCA INSTITUTE®

Jointly founded in 1988 by Lee Iacocca and Lehigh University, the Iacocca Institute creates innovative programs and initiatives that challenge and develop the next generation of global leaders. We are dedicated to cultivating the potential of individuals by empowering the leaders of today and tomorrow.

## LEHIGH UNIVERSITY®

Founded in 1865 and recognized among the nation's premier research universities, Lehigh is a co-educational, non-denominational, private university located a little more than an hour's car ride from New York City. Its picturesque 1600-acre wooded campus is built on the side of a small mountain in historic Bethlehem, PA and is considered one of America's most beautiful campuses. Lehigh is located within a thriving economic and cultural corridor of the eastern United States.

## QUALIFICATIONS

The Iacocca Institute is looking for highly motivated, unique and well-rounded individuals with a vision and a sense of mission. Academic excellence should be balanced with leadership experience. The program is conducted in English and fluency is required.

## PROGRAM FEES US \$7,500

Program Fees include education materials, five weeks of housing, and excursions to New York City and Washington D.C. Limited partial scholarship opportunities are available. Travel to and from Lehigh University and meal expenses are NOT included in the tuition costs.



**LEHIGH**  
UNIVERSITY  
Office of International Affairs

