

SELF-COACHING EXERCISES

This self-coaching sheet aims to analyze the opportunities and risks of globalization for your organization.

Exercise 1

List all the advantages and strengths your economic environment provides you with.

Exercise 2

Do you sense that your organization or the activities you are in charge of are exposed to risks, dangers or difficulties due to the market? What are they?

Exercise 3

We can now synthesize the pros and cons you are confronted with in your market.

You can use this table when considering the development of some new activity. When this is done, you can set up an argumentation in order to help you communicate your point of view to your partners.

OBSERVATIONS	Pros	Cons
<i>Creation of a partnership with a Brazilian-based industry</i>	<i>Opening on a market with great potential</i>	<i>Fort financial risk / substantial investments</i>
<i>Proposal for the acquisition of a stake in a large watch group</i>	<i>Growth opportunity / reinvestments</i>	<i>It is difficult to determine the true intentions of partners</i>

When this table is completed, you have the opportunity to check whether advantages outweigh disadvantages or not. What do you conclude?