



Masters of the (networking) Universe

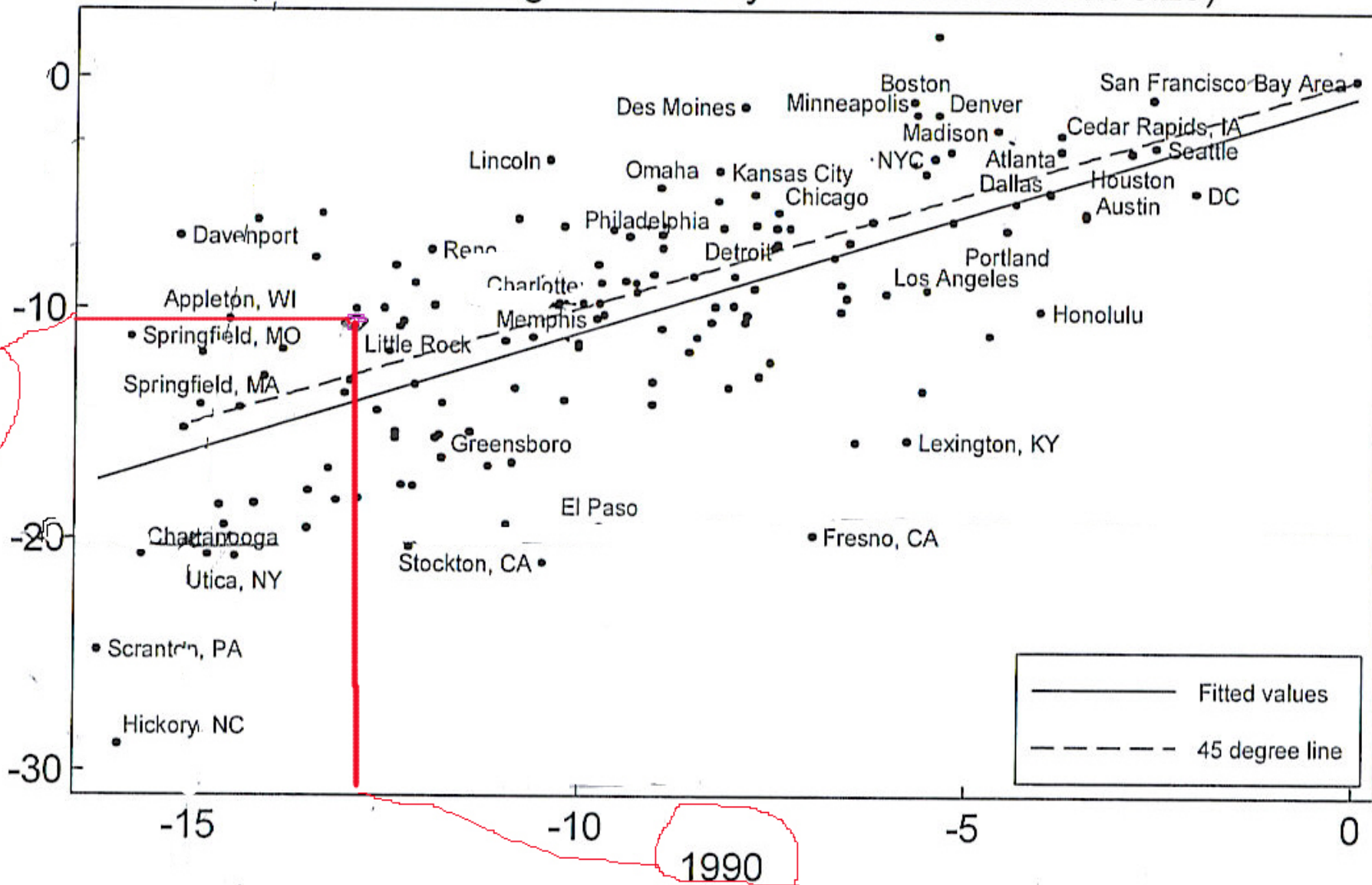
Kinder, gentler, ethical...
...elbowing up to the global table



Innovation & Entrepreneurship & Jobs Depend on Globalization

- Ideas sparked by exposure
- R&D nodes
- Business “ecosystems”
- Multi-cultural workforce
- IP protection is the special sauce

PCs per 100 Employees by City Difference from San Francisco Bay Area (after controlling for industry and establishment size)





Surviving Textile Firms

- Had been eating each other for decades
- ***Learned how to export***
- Privately owned
- Used superior technology
- Invested in ***innovation***
- Made customer service a priority
- Diversified product line
- Located in higher income counties
- ***...and now swap core operations***



Courage & Confidence

- Can we build it?
 - Yes we can!
- Rural Arkansas
- Kentucky nurses
- Federal grants winners
 - Bob the Builder has a blueprint



To Do List

- Find out what firms (should) need
 - Dialog with WIBS, K-12, and firms about the new “global competency skills” standards
 - What cultural, language skills needed
 - Which firms/NGOs do projects overseas
- Survey your foreign students
- Foreign-born precious (Nashville)
- All entrepreneur students get global



Techniques—Get Organized

- Full commitment from the top
- Internal steering group
 - What do YOU want?
- Add external co-conspirators
- Go through a checklist



Smart Networks

- Inventory—people and places
 - Who cares
 - Who should care
 - Then think even bigger
- Another checklist
 - Strategic plan
 - Co-opt business to set benchmarks
- Communication protocols
- Data capture & mining



Targets for Money, Entrée and Advice

- Kauffman Campuses
- NC Center for International Understanding
- Jim Johnson & Kenan STAR program
- World Trade Center of NC
- Rural Center of NC
- Appalachian Regional Commission
- U.S. Chamber TradeRoots
- UNC School of Government
- NAFSA (district 7)



Marketing

- Circulate & cultivate
- Signage
- Awards
- Pocket brochure
- Tours for your legislators
- Bring advocates to campus