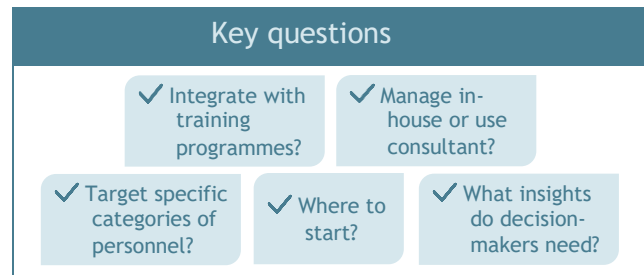


## How to buy guide

You're choosing an online solution to support your organisation and people building intercultural competence.

This guide will help you fit the available solutions to your needs and make the right decision efficiently for your organisation.



### Does the product/service meet our needs?

Compare services

Ensure that you meet learner needs and policy requirements	CCO culture connector	Compare
How many cultures are covered in depth?   <b>Cultures</b>	72+	
Which intercultural situations and international competences are supported?   <b>Topics</b>	wide	
In which languages can learners use the service?   <b>Languages</b>	coming 2016	
Does the service adapt to a variety of models and learning styles?   <b>Learning styles</b>	✓	
Are the concepts presented in the service valid?   <b>Validity</b>	✓	
Does the provider have systematic processes for quality of content and user experience?   <b>Quality</b>	✓	
Is the service convenient to access and easy to use in different situations?   <b>Convenience</b>	✓	
Does the service provide activity reports and offer a model for return on investment?   <b>ROI</b>	✓	
Can the service be used by people with disabilities?   <b>Accessibility</b>	tbc	

### Can we achieve a major impact?

Confirm you can take this to the next level and achieve challenging targets	CCO culture connector	Compare
Does the service support training, organisation development and other projects?   <b>Related services</b>	✓	
Can we start with a small financial commitment?   <b>Upgrades</b>	✓	
Are competent coaches available to increase the impact of the e-learning service?   <b>Coaching</b>	via network	
Is there a certification programme to guarantee quality and competence?   <b>Accreditation</b>	✓	
Can we engage leading consultants to work with the service?   <b>Consultancy</b>	✓	
Can we ensure a good learner experience from a technical point of view?   <b>Technical support</b>	✓	
Can we get help with a complex global rollout?   <b>Project management</b>	✓	
Does the provider offer support for achieving visibility and adoption internally?   <b>Communications</b>	✓	
Can we get help integrating the service with our systems?   <b>Technology integrations</b>	✓	

### Do I get a good deal for my business?

Check that the provider is a sustainable fit for your business	CCO culture connector	Compare
Are there professional and experienced partner resources to support us?   <b>Team</b>	✓	
Does the provider meet the criteria to be part of our supply chain?   <b>Ethical supplier</b>	✓	
Is the service based on a long-term sustainable business model?   <b>Partnership</b>	✓	
Does the partner have processes to protect our data?   <b>Security and privacy</b>	✓	
Is there an active programme of improvement and adjustment to changing needs?   <b>Development</b>	✓	
Are the costs and resource requirements of implementation reasonable?   <b>Rollout costs</b>	✓	
Are the core licence costs reasonable?   <b>Competitive pricing</b>	✓	
Are there flexible ways to pay?   <b>Budgeting and payment</b>	✓	

## Features for business impact

Check the features for the goals which are key for your organisation

	Features	Goals				
		Leadership dev	Teambuilding	Expat wellbeing	Sales growth	Change
Briefings on leadership style in specific cultures		•				•
Info on how to succeed in groups			•	•		
Compare self against other cultures		•	•	•	•	
Compare two cultures		•				
Guides to everyday life				•		
Simulations					•	•
Insights into how others see you		•	•		•	
Flexibility to work with a coach or as self-study		•		•		•
Organisation analysis and reporting			•			•

## Opinion: customisation

In our data-driven world of smart technologies it is no longer necessary to invest in customisation.

Algorithms can now personalise the experience based on “learn the learner” technology.

Make sure you’re getting **relevant** learning for your individual staff, saving customization time and costs.

## Also look out for

Assessments | Tutorials | Simulations | Briefings | Printed reports | Mobile app



Trainer tools



Exercises



Personalisation



Personal profiles



Org profiles



Activity tracking info



Quick info



In-depth info



Discovery



Peer support



Privacy

## Successful adoption

Achieving adoption means users getting excited about the experience, sharing & recommending.

Finding a fit → Piloting → Integration into processes → Rollout plan → Communication → Word of mouth → ROI

## Providers



Try our companion guide [How to buy CultureConnector](#) for everything you need to know about getting started with the leading e-learning platform.



You can find many options online for intercultural e-learning. Quality varies. For expert advice, contact a member of SIETAR, the professional association for intercultural consultants.

## What learners want

Most requested and praised features

- 1 Easy access, user-friendly**  
Plain language, simple menus, great search and discovery, visual, quick and smooth on all devices
- 2 Quick, bite-sized learning**  
Easy-to-find information and exercises in 2-15 minute pieces. Simple log-in and registration. Easy to return and resume.
- 3 Practical info**  
Tips and concrete advice for realistic situations
- 4 Access to expertise**  
Self-study with expert material mixed with input from coach or person with inside knowledge.
- 5 Constructive feedback**  
Comparison, social connection and feedback from friends and colleagues