

Atma Insights

A Flexible Learning Tool to Enable Global Learners to Access Essential Business and Cross-Cultural Knowledge

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Abstract—This case provides a deeper understanding of how cross-cultural learning tools can be effectively utilized to enable professionals and companies to optimize professional and personal development, improve communication, foster awareness, build trust, and align with global corporate objectives and benchmarks.

Keywords—Cross-cultural, management practices, workforce development

1 Business Challenge

Organizations are acutely aware that global and cultural issues can impact business operations and objectives, directly impacting revenue and profitability.

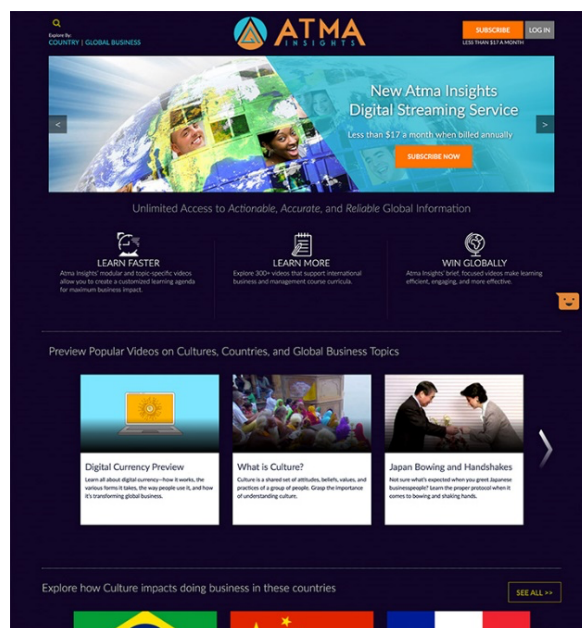
In today's challenging global environment, integrated learning strategies are required to enhance the intellectual capital of any workforce. Training individuals to work with different cultures and in various contexts is essential for achieving global company objectives. Effective learning solutions must enhance professional and personal development, improve communication, foster awareness, build trust, and align with corporate objectives and benchmarks. At the same time, learning solutions must provide for efficient modular formats to enable ongoing access for optimal retention and application to daily professional and managerial tasks.

Our global clients informed us that they were looking for cost- and time-efficient global learning solutions to enable their employees to learn how local cultures are impacting business practices, including the effectiveness and customer service of workforce teams. Firms recognized that culture impacts the overall customer experience and, accordingly, customer satisfaction metrics.

2 The Atma Solution

For almost two decades, Atma Global, a leading-edge developer and publisher of innovative global learning solutions, has been advising global firms on the impact of culture on business and management practices.

Atma Global launched Atma Insights to address the learning needs of global professionals. Atma Insights is a proprietary digital streaming service that focuses on countries, cultures, and global business topics.



The key unique philosophy is that learning should be relevant, engaging, and user-friendly. Our instructional design provides a seamless integrated learning process from access to interaction to application and retention.

For many professionals, obtaining an MBA or advanced degrees is not a financial or personal option. Atma Insights provides just-in-time advanced business learning by offering unique proprietary grounded learning content in a flexible online e-learning environment.

Atma Insights enables professionals to understand how global issues and cultures impact a range of business and management functions including communications, business development, customer service, and operations, ultimately affecting profitability and global workforce development.

Our proprietary content methodology integrates cross-cultural analysis of the values, attitudes, and beliefs of a society and the impact on business objectives, interactions, and management.

Atma Insight's proprietary content is produced by teams of seasoned business and country experts from around the world. We use an exhaustive process of checks and

balances to ensure accuracy, quality, and integrity. At our core competence, we're country, culture, and global business experts. We're a recognized leader in the field of cross-cultural learning. Our content development teams are diverse, knowledgeable academics and businesspeople with advanced degrees and experience working and living in-country. Our experienced photographers and film editors create moving visuals that tell the complete story of a country, its people, and the local business environment. Our technology team is focused on developing user-friendly digital learning tools, enabling globally consistent access.

3 Product Features

Atma Insights helps professionals learn faster, learn more, and win globally. Our content-rich videos cover essential country, culture, and global business topics, providing intelligent, accurate, and reliable resources on conducting business globally. Content is organized around relevant themes of business, management, and local culture.

With our unique approach, learners:

- Browse or search easily by country, region, and topic, and coverage of essential country, culture, and global business topics is organized around relevant themes of business, management, and local culture.
- Explore topics including business interactions, communications, management practices, negotiations, business ethics, women in the workplace, and global economics and trade.



- Gain insight by interacting with the “look” and “feel” of a culture, learning through immersion and experience.
- Have access to the latest business cross-cultural and management academic theory, which is integrated seamlessly into our programs.



- Understand how to effectively work in today's complex global environment, benefiting from our editorial approach of *honest optimism*.
- Can be confident that the editorial process is quality-controlled to ensure accuracy and relevance.
- Easily access learning content from anywhere on any device
- Save time and money with monthly or annual subscription options that provide unlimited access.

4 Product Benefits

Atma Insights helps users understand how culture impacts global strategy, business development, mergers and acquisitions, sales and marketing, training programs, customer service, and human resources, enhancing the overall effectiveness of global initiatives and impacting the bottom line.



Atma Insights enables both new professionals and seasoned businesspeople to access engaging learning content from anywhere. Each video is a succinct yet deep dive into relevant and highly targeted topics of carefully curated proprietary content. Subscribers can see, hear, and experience each country and topic firsthand through extensive and vivid in-country videos, engaging narration, and original role-plays.

Atma's culturally infused knowledge on the world's major global economies enables professionals to better understand how to operate and succeed in the complex global business arena, enhancing communications, building trust, and improving interactions.

5 Results and Impact

Atma Insights is changing the way learners can access actionable, accurate, and reliable global learning content—making it easier and more affordable. We're helping companies achieve their global objectives including *enhancing customer-centric focus by improving satisfaction metrics, resulting in improvements in revenues and profitability*.

Atma Global is committed to integrating the best-of-class learning methodologies into its programs and incorporating leading-edge solutions into clients' online environments.

6 For More Information

[1] [Atma Insights https://www.atmainsights.com/](https://www.atmainsights.com/)

[2] <https://www.atmainsights.com/pages/about-us>

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