

GLOBAL *Intelligence*

FRAMEWORK™ · EXECUTIVE PORTFOLIO

Interpret contexts.
Understand perspectives.
Decide in a changing world.

Decision Intelligence · Cultural Intelligence · Negotiation Intelligence



THE THESIS

Having information is no longer enough. The challenge is to interpret what is changing while decisions cannot wait.

Contexts change.

**Assumptions become
outdated.**

**Cultures read the
same facts in
different ways.**

Interests diverge.

GLOBAL Intelligence was born from this reality.

3 PERSPECTIVES · 1 DECISION

One integrated framework. Three dimensions of intelligence. Multiple applications.

GLOBAL Intelligence is an integrated framework for interpreting complex environments, recognizing the assumptions and cultural lenses that shape our perspectives, and understanding the stakeholders with whom we make decisions, lead and negotiate.

Strategy, leadership, influence and persuasion are applications of the framework — not parallel components.



IN PRACTICE

In a real decision, all three readings appear at once

Example: negotiating a contract with an international supplier.

READ THE WORLD · DECISION

What dependencies, risks and alternatives does this negotiation involve?

READ YOURSELF · CULTURAL

How do our assumptions and the counterpart's codes shape the perception of trust and risk?

READ THE OTHER · NEGOTIATION

How do we structure an influence strategy and a lasting agreement?

That is why each reading can be developed on its own — without losing the coherence of the whole.

WHERE GLOBAL INTELLIGENCE BECOMES CRITICAL

Three situations where the quality of the reading defines the quality of the decision

STRATEGIC DECISIONS

When the context changes,
how do we know which
assumptions still hold?

Markets, suppliers, investments,
partners, risks and technologies.

→ **Read the world** · Decision
Intelligence

GLOBAL LEADERSHIP

Why do global teams
interpret the same situation
differently?

International teams, integration,
trust, alignment and change.

→ **Read yourself** · Cultural Intelligence

COMPLEX NEGOTIATIONS

Why do seemingly rational
negotiations fail, even when
both sides are interested?

Stakeholders, clients, suppliers,
alliances, M&A and conflicts.

→ **Read the other** · Negotiation
Intelligence

STARTING POINT

Global Intelligence Diagnostic

A proprietary executive reflection tool: an initial reading of how leaders and teams interpret contexts, recognize cultural lenses and handle relationships and negotiations.

15

executive scenarios

5–7 min

online

3

dimensions assessed

Use: individual self-assessment, a starting point for the team conversation

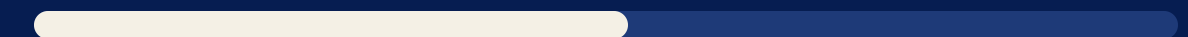
It is not a psychometric test or an absolute measure of intelligence: it is a structured starting point for prioritizing development.

SAMPLE FEEDBACK

Reading context · Decision



Reading lenses · Cultural



Reading the other · Negotiation



Strengths

Blind spots

Priorities

Illustrative visual — fictitious values.



Take your initial reading

[abglobalconnections.com/
global-intelligence-
diagnostic-en](https://abglobalconnections.com/global-intelligence-diagnostic-en)

TRACK 1 · READ THE WORLD

Decision Intelligence

AI, geopolitics, economics and technology change the rules while the game is being played. Leaders who fail to recognize change make decisions based on a reality that no longer exists.

KEY QUESTION

What has changed — and at what point should it change my decision?

The real cost does not show up on the balance sheet. **It shows up in decisions that came too late.**

FOR WHOM

C-suite, executive teams and boards

Leaders in strategy, finance, supply chain and new business

Committees that decide under uncertainty

APPLICATIONS

Markets · suppliers · investments · partners · risks · technology · strategic scenarios

From strategic context to better decisions

01

Strategic Context Analysis

Identify the forces, signals and interdependencies — AI, geopolitics, economics and technology — that affect the business.

CAPABILITY DEVELOPED

Separate signal from noise and identify which changes affect business assumptions.

02

Scenario Architecture

Build scenarios, test assumptions and anticipate consequences before external change undermines decisions.
Tool: Strategic Context Radar.

CAPABILITY DEVELOPED

Spot fragile assumptions and anticipate second-order effects.

03

Decision Architecture

Compare alternatives, weighing trade-offs, dependencies, shared risks, reversibility and future options.

CAPABILITY DEVELOPED

Compare alternatives and recognize decisions that narrow future options.

How Decision Intelligence is applied

PROPOSED APPLICATION

Scenario Lab

Working on a real organizational challenge, participants identify critical assumptions, explore alternative scenarios and compare options in light of risks, dependencies and reversibility.

PLANNED DELIVERABLES

- | Critical assumptions map
- | Scenario matrix
- | Options and trade-offs framework

FORMATS

Decision Session
Strategic advisory
Keynote
Executive program, tailored to the challenge

Duration: tailored to scope

*Even good strategies lose value **when decisions rest on an outdated understanding of the context.***

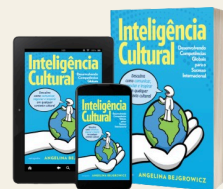
TRACK 2 · READ YOURSELF

Cultural Intelligence

Culture is the invisible grammar of decision-making: it defines what is accepted as truth, what looks like caution or paralysis — and what distorts your reading without you noticing.

KEY QUESTION

Which lens is shaping my interpretation — and what am I treating as universal?



Culture is not a soft skill. **It is the infrastructure of decision-making — and of negotiation.**

Conceptual basis: the book *Inteligência Cultural* by Angelina Bejgrowicz, also published in Poland as *Inteligencja kulturowa*.

FOR WHOM

- Leaders of global and multicultural teams
- HR, L&D and organizational culture
- Teams going through international integration

APPLICATIONS

Global team integration · multicultural leadership · trust · alignment · change · international collaboration

Recognize biases. Interpret differences. Adapt behavior.

01

Cultural Triangle

Context · Self · Self–Other: the logic behind every intercultural reading and strategic reading of context.

CAPABILITY DEVELOPED

Analyze an intercultural situation systematically before reacting to it.

02

Cultural Mirror

Cultural self-awareness: biases, blind spots and your own cultural programming — what you take as obvious.

CAPABILITY DEVELOPED

Recognize your own lens before interpreting others.

03

Cultural Dimensions

Communication · evaluation · persuasion · leadership · decision-making · trust · disagreement · time — applied to business.

CAPABILITY DEVELOPED

Anticipate where differences will create friction and adapt your own behavior.

From recognizing your own lens **to interpreting others and adapting behavior.**

Cultural Intelligence in practice

HANDS-ON EXPERIENCE

Leadership Lab

The team interprets the same situation from different cultural perspectives and identifies where the reading becomes distorted.

WHAT YOU TAKE AWAY

- | Blind-spot map
- | Team cultural profile across the 8 dimensions
- | Intercultural action and development plan

FORMATS

Keynote
Executive workshop
Leadership Lab
Cultural diagnostic and team integration

Full program: 16h

*Those who lack this reading make decisions that are right in form — **and wrong in interpretation.***

TRACK 3 · READ THE OTHER

Negotiation Intelligence

Many deals fail not because of the proposal itself, but because of an incomplete reading of the counterpart's interests, constraints and criteria.

KEY QUESTION

What interests lie behind the position — and what changes under pressure?

What drives — and what blocks — **the counterpart across the table.**

FOR WHOM

- Leaders and senior managers who negotiate with clients and partners
- Sales, procurement and business development teams
- Executives in alliances, M&A and disputes

APPLICATIONS

Strategic negotiations · clients and suppliers · stakeholders · alliances · disputes · M&A

7 modules to prepare, influence and adapt

01–03

Strategic Core

The Negotiator's Mindset
Strategic Negotiation Preparation
Foundations of Persuasion

CAPABILITY DEVELOPED

Come to the table with interests,
limits and alternatives mapped.

04–06

Influence Engineering

Building Credibility and Authority
Global Negotiation Strategies
Non-Verbal Communication and Tone of
Voice

CAPABILITY DEVELOPED

Build the trust and influence that
sustain the agreement.

07

Intelligent Adaptation

Profile Reading and Strategic
Adaptation, with the eight strategic
negotiator profiles

CAPABILITY DEVELOPED

Identify the counterpart's profile and
adapt strategy in real time.

Preparation, influence and adaptation are interdependent capabilities — **developed together or according to the organization's challenges.**

PROPRIETARY METHOD

Strategic negotiator profiles

Motivators, styles and relational dynamics: the track teaches how to identify each profile and negotiate with it — with precision, empathy and strategy.



What's your negotiation profile?
Take the quick online assessment.



Direct Leader



Inspirational Intuitive



Relational Empath



Precise Analyst



Visionary Leader



Harmonic Pragmatist



Strategic Diplomat



Global Adapter

From preparation to real negotiation

HANDS-ON EXPERIENCE

Negotiation Lab

The team negotiates in a simulation with diverging interests, multiple stakeholders and shifting context.

WHAT YOU TAKE AWAY

- | Negotiator profile
- | Interests and stakeholder map
- | Preparation plan for a real negotiation

FORMATS

Keynote
Executive workshop
Negotiation Lab
Negotiation preparation

Full program: 16h, 7 modules

*Reading the other to build connection, influence and **agreements that last.***

Engagement options: two ways to begin

A **Through the Global Intelligence Diagnostic** — when the organization wants to map priorities before choosing a focus.

B **Through a challenge already identified** — direct entry into one track, or a combination of two or three.

Format	Duration	Best for
Keynote	1h	Raising leadership awareness and opening the conversation on a topic
Executive workshop	2h, 4h or 8h	Going deeper into one topic of a track, with applied practice
Full program for one track	16h (Cultural and Negotiation) · tailored (Decision)	Building one capability with method, practice and deliverables
Integrated journey	Tailored	Combining two or three tracks around a real challenge
Strategic advisory	Tailored	Decision Session, scenario analysis, negotiation preparation and Executive Roundtables

All formats available in person or online. Programs include a certificate of participation.

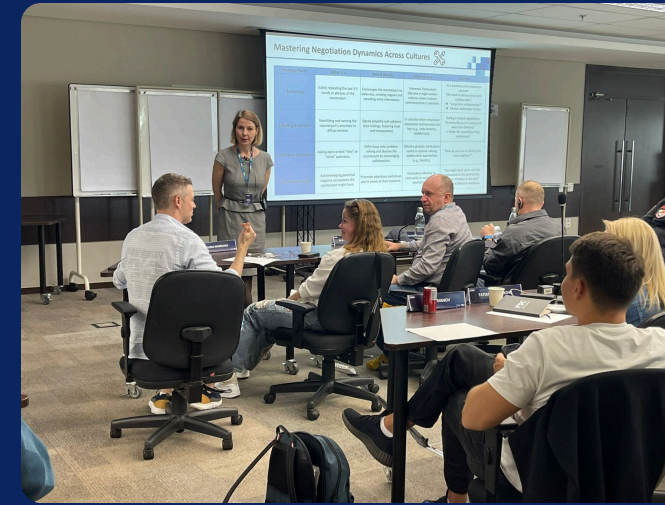
Real-world application in organizations and business schools



Thales

Cultural

Cultural intelligence applied to leadership and diversity.



Skolkovo & FDC

Cultural + Negotiation

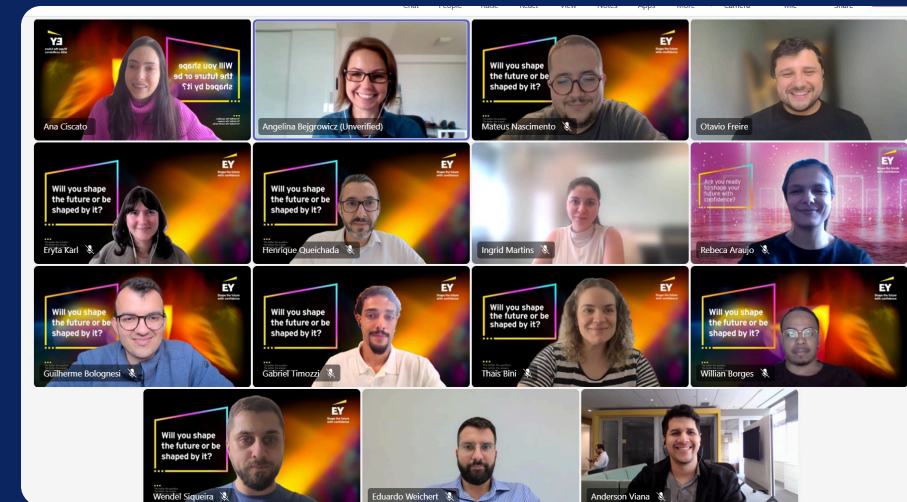
International module for C-level executives: cultural intelligence and intercultural negotiation.



Adient & HSM

Context · leadership · culture

Manufacturing sites across countries interpreted quality standards differently: the journey created a shared language.



EY

Negotiation

Negotiation and strategic persuasion with senior managers.

TRUST

Companies and institutions we have worked with



What we develop. How participants rated it.

01 Clearer decision criteria

Assumptions and trade-offs made explicit before the decision — not after it.

03 More accurate interpretation of cultural differences

Reducing the risk of mistaking cultural differences for incompetence or bad intentions.

02 A shared language across leadership

Leaders from different contexts name differences using the same vocabulary.

04 Negotiations prepared with method

The counterpart's interests, constraints and criteria mapped before the meeting.

Left: capabilities addressed in the programs. Right: participant satisfaction ratings.

NPS 100

in a recent corporate program: every participant recommended the experience

100%

gave the facilitator the highest rating

“Responsibility. Self-reflection. Transformation.”

— participant

WHO DEVELOPED THE FRAMEWORK

Angelina Bejgrowicz

Founder & CEO, AB · Global Connections. Polish strategist, guest professor at Fundação Dom Cabral (FDC), HSM consultant and author of *Inteligência Cultural* (Cultural Intelligence: Developing Global Competencies for International Success).

15 years

of international experience

30+

markets

6

languages

Education: Executive MBA, FGV · Postgraduate degree in Sales Management · Management and Production Engineering · Management, University of Évora · Master's in Biotechnology



NEXT STEP

Which of your organization's decisions depends on a clearer understanding of its strategic context?

Let's talk about your global challenges. Start with the Global Intelligence Diagnostic, a specific track or an executive conversation.

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