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Cultural Focus at JLG

JLG Industries has piloted an online cross-cultural training program that teaches cultural sensitivity and awareness, as a way to enhance international business skills.



The program, named CultureWizard, was tested on the US-based company's new interns. "It helps employees better understand cultures around the world, including social and business practices, so they can work together more effectively to serve our customers," explains Michael Kannisto, JLG director of talent management and talent acquisition.

Stephanie Song, one of the interns, adds, "The program also helps you learn about yourself, your personality and your own culture, why you do the things you do and how that knowledge can improve both your personal and your professional relationships with individuals from other countries."

Based in JLG's human resources department, Song, a native of China, helped introduce CultureWizard to her fellow interns. "In my case, it helped me recognize the differences between the Chinese and American cultures, including business protocols and behaviors, and adjust some of my behaviors so I can work more effectively with Americans."