5 Effective Strategies for Building a High-Performing Global Team

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Global expansion is a huge move for your business that can complicate matters when you want to increase the size of your team. Hiring qualified employees from abroad can be complicated. Many things have to be considered, including new rules or regulations in different countries that need to be followed and cultural differences that may also arise.

In the ever-changing global business environment, the use of appropriate technologies and strategies can set apart successful firms from average or struggling ones.

In light of this, how do you then put together an amazing global team? Through my own experience, I've discovered 5 key strategies that can set you and your team up for success.

1. Support workplace diversity and Inclusivity

If you establish an inclusive and efficient system culture across your globally expanding enterprise, then performance will increase immediately. However, one should also bear in mind that cultural disparities exist among team members from diverse backgrounds. You will need to create a workplace that respects and recognizes each person's culture while also fostering an understanding of various traditions and opinions.

There’s a need for companies to consider various holidays people celebrate in different countries so as not to be seen as ignorant or insensitive by their own employees who come from other places. Common concerns revolve around non-verbal communication like gestures at work, dress codes in offices and how we relate with one another socially . One way out is by employing experts who specialize in diversity issues across cultures, such as customs or traditions, to ensure a safe and respectful work culture.

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2. Leverage EOR Service

If you are expanding your business globally, it may really help to hire an Employment of Record (EOR) service provider. An Employment of Record legally employs your team members in their local country on your behalf. It enables you to access the best skills from anywhere around the world without necessarily having to go through the lengthy procedure of first establishing foreign legal entities yourself.

When you partner with a good EOR, you get a bunch of sweet benefits:

- **Faster access to global talent:** You can start building your team abroad as soon as possible instead of waiting months for all the legal paperwork to go through.
- **Less worry about compliance:** EORs take care of handling all those local employment laws and HR requirements that give you headaches.
- **Cost savings:** EORs have the expertise to help minimize your operational costs when hiring globally.
- **Flexibility:** You can easily scale your global team up or down as your business needs change.
- **Specialized expertise:** EORs have tons of experience helping companies expand globally the right way.

Lean on EOR specialists so you can focus less on annoying HR logistics and more on finding superstar talent around the world.

3. Invest in management training

To succeed globally, you need awesome managers across the board. That’s why strategy number three is to invest heavily in management training.

Make sure your managers are pros at leading global teams. A quality manager in a distributed team excels at nurturing career growth, making the most of their unique talents, ensuring smooth conflict resolution, and guiding through change and uncertainty. They build adaptability and psychological safety, encouraging open communication.

Additionally, the ability to encourage and inspire individuals as a manager will create an environment in which every team member feels welcomed and encouraged. Each one’s unique strengths can be recognized and leveraged for the success and cohesion of the team.

In fact, managers account for 70% of the variability in team engagement. Well-trained managers unite your global workforce and amplify your culture anywhere.

4. Focus on building trust

When your team is distributed worldwide, success depends a ton on trusting relationships. That’s why strategy number four is to focus on building trust and connections, even from afar.

Building trust in a global team requires participation in a variety of activities that promote bonding and camaraderie. Icebreaker games during meetings and setting up Slack channels for casual talk all help team members bond. Hosting virtual coffee talks or happy hours provides for socialization outside

of work, whereas annual in-person offsite gatherings provide valuable face-to-face interactions.

Furthermore, it is critical to tailor communication techniques to each direct report, publicly acknowledge wins and progress, and listen deeply to understand different perspectives. These actions make team members feel appreciated, heard, and connected, ultimately building trust within the team.

When managers invest in relationships, their teams perform better. Trust accelerates team cohesion, collaboration and results.

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5. Set up clear communication channels

When organizing a clear communication protocol, time zone differences could become a major, even impactful, issue. Face-to-face meetings between team members may be nearly impossible when they work from different areas of the world. That’s where video conferences can ensure fast and efficient dialogue.

A number of video conferencing tools recently achieved global use as remote work grew in popularity. Tools like Zoom and Google Meet help businesses hold on-the-spot presentations, webinars, and team meetings with accurate, real-time visuals. They also give team managers the ability to arrange one-on-one check-in sessions with employees, allowing them to discuss workload and other relevant concerns.

Expanding your business globally does not always mean success. However, you can achieve this goal through careful planning, effective communication, and an all-inclusive corporate culture. Above all, using local collaborators in the form of an Employer of Record exponentially increases the chances of

building a winning team.

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