**ABSTRACT**

The business environment continues to evolve and companies are dynamically working

to adjust strategies to meet the global challenges of market share, customer retention,

competition, and continued growth. Many believe they have successfully met these

challenges. Inability to develop a robust business strategy creates poor communication

and lack of business alignment that causes constantly shifting strategic priorities and

supporting tactical initiatives holding little value. This lack of focus and alignment

causes confusion amongst investors, employees, and management.

To avoid this dilemma, a balance is required between outside forces and the need to

nurture and communicate internal strategy, processes, and customer orientation to

support the value chain. In the quest to conquer “outside forces” managers must not lose

sight of key values and principles from which business is created, developed, and trust

is formulated.

Successful enterprises weave principles such as innovation, intelligence, and integrity

into their value chain and business infrastructure. Today, companies that wish to succeed

must also adopt intercultural awareness as a key principle.

This paper will discuss the importance of intercultural awareness to support building

consistency in strategy, process, communication and improved employee and customer

loyalty throughout the value chain.