

Hi, I'm Elizabeth Vazquez,

the CEO and co-founder of WEConnect International.

Welcome to Go Global Module 2:

Developing Your Strategy Playbook, thanks to PG&E.

As the co-founder of WEConnect International,

which is a global nonprofit created

by really large buyers that want to buy

from women and businesses, I had to learn

how to go global.

We started with offering certification,

education in training and businesses,

buyers and sellers in the UK, and then Canada,

then India, China, Latin America,

other parts of Asia, Africa, the Middle East,

expanding in Europe, so I now get to work with businesses,
buyers and sellers in over 100 countries.

And I wanna share with you some of those learnings,
because it sounds overwhelming.

Because it turns out, not only is it hugely rewarding,
it's also very possible to do the work
that needs to be done to understand global opportunity.

And it's not just opening up offices.

You also have to think really broad
about how you import products and services
to make your offerings even better,
there are partnership opportunities,
investment opportunities, so think really big.

So if you're a business owner,
especially if you're a diverse business owner,

let's work together to figure out a playbook

just for you and your company.

And throughout the course, you're gonna hear

not just from me but other successful businesses,

business leaders, who have taken their companies global.

So, let's get started.