



# news release

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## ASTD and Satyam Partner to Produce a Study on Global Leadership

(Alexandria, VA) June 27, 2007 – Executives and senior managers see people leadership, business acumen, and business leadership as the top three types of challenges they face today, according to a recent study by the American Society for Training & Development (ASTD) and Satyam Computer Services Ltd. In the two-part study, findings suggest that leaders who have the opportunity to gain business and personal familiarity with other countries tend to be more focused on global issues.

The objectives of the Satyam/ASTD Research Report: Global Leadership Study were to understand how leadership has evolved with increasing globalization, identify the key variables associated with a global focus in leadership, and highlight demographic differences in response to leadership challenges. The first phase of the study included an online survey of 157 senior managers and executives from a wide range of organizations in various parts of the world, and the second part involved in-depth interviews with 42 senior managers and executives. Analyses of the data showed that leadership experience and international exposure were the two key variables that influenced leaders' global focus.

Following are additional findings of the study:

- Respondents who were older and had several years of leadership experience had a greater global focus than younger leaders with less experience.
- Leaders who traveled to multiple countries for business, supervised staff in foreign countries, and had lived and worked in multiple countries tended to have a greater global focus than leaders with less foreign exposure.
- Survey participants indicated that life experience (personal familiarity and understanding of other cultures) is a critical factor in leadership development, and that management experience fosters more of a global focus over time.

Many of the leaders interviewed noted that management experience can foster a global focus over time. One noted: "Over the years I was given larger responsibility for portions of corporate strategy in the private sector helping me to view things more holistically." Another respondent explained that an additive approach helped her experience the importance of having a world view: "I worked my way up through a series of management positions for small groups leading projects with international groups that had an international mandate or whose employees were international."

More information about the Satyam/ASTD Research Report: Global Leadership Study may be found on ASTD's website: [www.astd.org/astd/research/research\\_reports](http://www.astd.org/astd/research/research_reports).

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About ASTD

ASTD (American Society for Training & Development) is the world's largest association dedicated to workplace learning and performance professionals. ASTD's members come from more than 100 countries and connect locally in 136 U.S. chapters and 25 Global Networks. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers.

ASTD started in 1944 when the organization held its first annual conference. ASTD has widened the profession's focus to link learning and performance to individual and organizational results, and is a sought-after voice on critical public policy issues. For more information, visit [www.astd.org](http://www.astd.org).

About Satyam Computer Services Ltd.

Satyam Computer Services Ltd. (NYSE: "SAY") is a leading global consulting and IT services company, offering a wide array of solutions customized for a range of key verticals and horizontals. From strategy consulting right through to implementing IT solutions for customers, Satyam straddles the entire IT space. It has excellent domain competencies in verticals such as Automotive, Banking & Financial Service, Insurance & Healthcare, Manufacturing, and Telecom-Infrastructure-Media-Entertainment-Semiconductors (TIMES). As a diverse end-to-end IT solutions provider, Satyam offers a range of expertise aimed at helping customers re-engineer and re-invent their businesses to compete successfully in an ever-changing marketplace. For more information, visit [www.satyam.com](http://www.satyam.com).

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