

Coaching Boards, Executive Teams and Project Teams

Turning cross-cultural complexity into high-performance vitality

COACHING BOARDS, EXECUTIVE TEAMS AND PROJECT TEAMS

Coaching boards of directors, executive teams and project teams is a key focus for EurAsia Competence. The focus is on how to approach the different cultural background in which the company is working. Cultural differences not only have a decisive impact on personnel management, they also influence a company's entire working environment. Following one's own experiences and values in a different cultural context almost immediately leads to trouble.

Building awareness of specific cultural issues is therefore a first important step in this kind of coaching work. Where are these differences and how and why are they based in the society? What kind of reactions can be expected in the host society when cultural differences are not known and/or not taken seriously by people from head office? What are the differences in operating in another cultural environment and how do they influence cooperation? What are the strengths and weaknesses of people from the host society and what are our own? How can we best combine strengths and weaknesses to cooperate internationally?

THE EURASIA COMPETENCE APPROACH

Successful support is not just built on knowing how to reach targets in a different cultural environment. EurAsia Competence works with its proprietary comparative theory of culture¹, which provides an understanding of why cultures are so different and what this means for strategic and operational work at the level of individuals and teams. The approach is based on a wider understanding of cultural differences in thought and behaviour; this is the only way to develop a secure strategy. Failure to understand or accept the cultural background can lead to strategies that are incomplete. This will only become apparent on a meta-level, as EurAsia Competence's proprietary theoretical model sheds light on different behaviours and thought patterns in the host society. Enhancing intercultural social competence primarily focuses on concrete practical questions at operational level. It includes, however, an important strategic component that is central to executive and supervisory boards.

FACT SHEET

The cultural dimension	Proximity and distance and their effects	Distance and detachment	Proximity and closeness
<ul style="list-style-type: none"> The natural environment The social environment Group effort in the natural environment Inherited tradition 	<ul style="list-style-type: none"> Perception influenced by time and space and described in terms of proximity and distance Purely physical approach but perception also includes mental elements Mental elements described by closeness and detachment 	<ul style="list-style-type: none"> Strength in analysis and abstraction and in planning and risk reduction Controlled and reduced information intake Creates mental detachment, the base for rational, binary thinking Reduction of empathy, exclusion of emotions 	<ul style="list-style-type: none"> Works with all senses (information overflow) Different management of information (film vs. photo) Reality is felt, in flow, not analyzed Creates mental closeness, strong emotional engagement, empathy is assured Does not allow planning, analysis Limited to the in-group

Cultural inputs and adaptations / Bridging cultures (EurAsia Competence's proprietary comparative model of culture)

¹See Roth, Hans Jakob (2013). Kultur, Raum und Zeit. Baden-Baden, Nomos Verlag

EurAsia Competence provides hands-on and customized strategic and operational support to the management of private enterprises and governmental and non-governmental institutions, enhancing organizational performance and value creation for clients operating in Europe and Asia. EurAsia Competence coaches, supports, and trains boards of directors, executive teams and project teams to integrate cross-cultural competences and gain competitive advantages for clients' organizations.

Our team of experts for Coaching Boards, Executive Teams and Project Teams:



Hans J. Roth, Partner

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Thorough theoretical and practical knowledge in cultural differences and their influence on company strategy and management; Broad experience with European companies and their challenges in the Asia-Pacific region and vice versa; Broad experience in public and private education in intercultural competence; Broad experience in risk management/control in public and private institutions



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International corporate transactions (M&A, Buy-out, etc.); Business development in Europe, Asia-Pacific, North America; Development of intercultural corporate culture; Technology and innovation management; Intercultural communication

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Coaching by EurAsia Competence partners covers both industrial and service sectors and can also be combined with one of the EurAsia Competence partners sitting on the board. We link consulting work with responsibility and are ready to take on interim board or management roles in M&A situations, local joint ventures, or other implementation processes.

YOUR BENEFITS

- You get an independent view of your operations and strategy
- If you feel it necessary, this independent view will be available on local boards of directors
- You develop an overall view of the challenges in a different cultural environment that will allow you to better integrate operations into a coherent strategy
- You get direct counselling on day-to-day challenges

EURASIA COMPETENCE SERVICES IN COACHING BOARDS, EXECUTIVE TEAMS AND PROJECT TEAMS

- Building awareness of the influence the cultural background has on your operations and strategy
- Analytical and practical insights into strategic and operational challenges
- Providing a clear understanding of cultural influences, bridging the gap between culture and operations

OTHER EURASIA COMPETENCE SERVICES

- Strategy and organizational development
- Leadership and change
- Cultural due diligence
- Issue and reputation management
- Assessment, education and training for individuals and teams

EURASIA COMPETENCE TARGET GROUPS

- Public and private companies
- Government institutions
- NGOs
- Professional associations and foundations