



EurAsia Competence AG

Turning cross-cultural complexity into high-performance vitality

Corporate Outline

VISION

EurAsia Competence is a leading management services boutique dedicated to creating high-performance organizations. It focuses on private enterprises and governmental as well as non-governmental institutions in the European and Asia-Pacific regions. EurAsia Competence helps European and Asian client organizations to turn complexity and volatility in culturally different working environments into high-performance vitality.

MISSION

EurAsia Competence provides hands-on and customized strategic and operational support to the management of private enterprises and governmental as well as 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.

WHY EURASIA COMPETENCE?

Organizational competence, performance and potential depend to a great extent on human behaviour, values and beliefs in various cultural settings.

What separates winning, high-performance organizations from their mediocre, low-performing counterparts is their ability to understand and integrate the impact of these cultural elements both on the organization and on the drivers of organizational performance.

The EurAsia Competence team has broad, extensive and long-standing senior executive experience at top-level private enterprises with global reach and at governmental and non-governmental organizations. It boasts an impressive track record in key countries in Asia-Pacific and Europe.

EurAsia Competence helps you build high-performance organizations in cross-cultural environments and seeks to enhance your competitiveness, leading to increased and sustainable financial outcomes.

EURASIA CROSS-CULTURAL COMPETENCE APPROACH / SERVICES

EurAsia Competence applies its proprietary comparative theory of culture¹ to transferring knowledge for a client-specific and practice oriented organizational purpose. The approach takes the basics of human existence and behaviour as well as social organization into account. EurAsia Competence tackles superficial understandings of culture by putting the individual and community at the centre, using anthropological, sociological, and psychological insights to develop a coherent picture. It is based on a distinction between proximity and distance and the psychological consequences of closeness and detachment - the key factors of differentiation. Below you will find a summary of services developed by EurAsia Competence. For more information please consult specific factsheets.

Strategy and organizational development

Organizations operating across Asia-Pacific and Europe face particular challenges in developing and implementing strategy because of the dynamics and increasing complexities of global, regional and local markets. EurAsia Competence's specialists help you look at key organizational challenges in a more nuanced and effective way based on cross-cultural considerations both for the strategic and operational level. In doing so you will be able to anticipate and adapt to change and initiate transformations needed to improve organizational performance.

Leadership and change

Forward-minded leadership competences, together with enhanced strategic and operational skills will become key success factors in environments characterized by accelerating change, volatility and complexity. It is a paramount challenge, but particularly important in a cross-cultural setting, to

FACT SHEET

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

Our team of experts :



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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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Assessor, trainer and coach in various industries (banks, insurances, food, hotel business, transport companies, hospitals, telecom, IT, architecture) and administration (federal departments, cantons, communities) in Europe and China



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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



Peter Sorg, Partner

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International and interdisciplinary technology business strategy and business development management; Building critical mass entities and high performance organizations; Strategic assembly and M&A transactions; Corporate change management and leadership programs; Corporate strategic issue and reputation management

create high-performance organizations and high-quality work environments. This will make it possible to develop the capabilities to lead people and manage change at all levels of an organization. EurAsia Competence specialists' in-depth experience will let you develop the required leadership and change management competences in your organization in line with the needs of the markets in the Asia-Pacific and European regions and key countries.

Cultural due diligence

Cultural due diligence is a strongly underrated element in managing organizations. Standard due diligence is a well-established discipline in business, but it is usually understood to cover only areas like finance, science and technology or legal and tax issues. For a long time people dismissed the importance of cultural differences in organizations, particularly since we seemed to be heading towards a globalized world where differences were likely to disappear. But now differences are back with a vengeance, as many M&A deals and corporate governance issues have demonstrated, both nationally and internationally. EurAsia Competence specialists will support you in the design and implementation of a cutting-edge cross-cultural due diligence policy and process.

Issue and reputation management

Whether you are in the private or public sector you will need to take proactive issue and reputation management across regions, key countries and cultural settings more seriously than ever if your organization is to cope with a world in transition. Private and public sector institutions are completely absorbed in keeping daily operations on track. They must have the competences, processes and instruments in place to constantly scan, monitor and analyze their organization's internal and external surroundings for current and potential challenges and trends related to issue and reputation management. Otherwise, issues may negatively impact the organization's reputation and performance. EurAsia Competence's proprietary issue and reputation management advisory services minimize your risks of being exposed to reputational damage, while steadily building up the positive recognition of your organization's overall contribution to wealth creation.

Coaching for boards, executive teams and project teams

Coaching boards of directors, executive teams and project teams will usually be necessary on the strategic and operational level. It is particularly necessary for evaluating ways how to approach and interact with the different cultures 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. EurAsia Competence specialists offer strategy-integrated coaching for boards, executive teams and project teams in Asian and European operations. Our specialists are also prepared to take on managerial and operational responsibilities on a temporary basis according to your needs.

Assessment, education and training of individuals and teams

Organizations compete fiercely in the war for talent. Many invest an enormous amount of money, time and other resources in advertising and recruiting strategies to attract the best candidates. This is because today's executives understand and claim that their most important asset in the organization is people. Yet when it comes to actually assessing which job candidates are likely to perform most effectively and make the most significant contributions, a large number of organizations employ rudimentary and haphazard approaches to select their workforces. Very often assessments do not take world-wide cultural differences into account.

EurAsia Competence provides management, individual and team assessments, and education and training based on your organization's strategic and operational cross-cultural needs. You can further use EurAsia Competence's professional assessments to implement specific training needs tailored to different levels of tasks and responsibilities.

EURASIA COMPETENCE TARGET GROUPS

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