

Strategy and Organizational Development

Turning cross-cultural complexity into high-performance vitality

STRATEGY AND ORGANIZATIONAL DEVELOPMENT

Organizations operating across Asia-Pacific and Europe face particular challenges in developing and implementing strategies because of the dynamics and increasing complexities of global, regional and local environments.

Your strategy must be aligned with industry-specific realities, regional and local markets and cultural aspects. These challenges have to be approached by defining the cultural strengths of the company, its organizational units and employees. Key questions include: How should you enter specific regional or local markets? How can you benefit most from the qualities of your international and local employees? Will your strategy be geared to organic growth and setting up a local organization, or will it be better to enter into a joint venture? Would it be healthier to start with distributors or should you think about an acquisition?

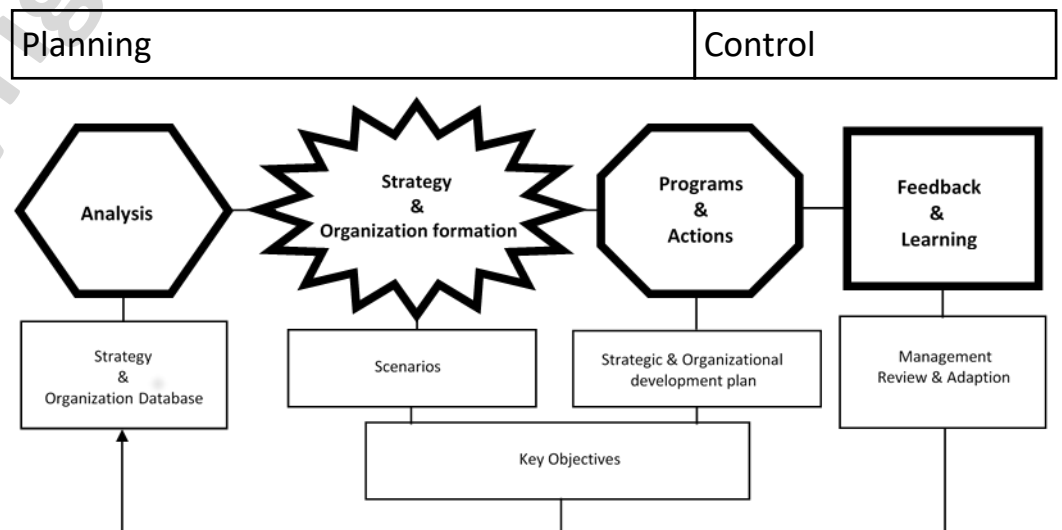
EurAsia Competence will help you to find answers to these questions. They are to some extent defined by your industry, the markets you plan to enter and the international and intercultural competences already present within your company.

THE EURASIA COMPETENCE APPROACH

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, behaviour and social organization into account. It is therefore based on a wider understanding of cultural differences in thought and behaviour patterns. Knowing the cultural framework in which you are operating is the only way to develop a company strategy that is reasonably secure. Failure to understand or not accept the cultural background can lead to strategies that are incomplete. Lack of a cultural frame of reference may even lead to wrong strategies not being perceived as such because no references to right or wrong are available.

EurAsia Competence specialists therefore support you in looking at key strategic questions, operational challenges and opportunities in a more nuanced and effective way based on cross-cultural requirements. The approach will help you detect gaps and design and implement strategies and processes enhance organizational performance.

EurAsia Competence's regional and key country specialists can draw up the planning with you for your Asian and European operations. These strategies will minimize your risks, while maximizing your market opportunities



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 Strategy and Organizational Development:



Doris Albisser, Partner
doris.albisser@eurasiacompetence.com
 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



Hans J. Roth, Partner
hans.roth@eurasiacompetence.com
 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

EurAsia Competence AG
 Falkenplatz 11
 3012 Berne
 Switzerland

Tel +41 (0)79 157 58 58

office@eurasiacompetence.com
www.eurasiacompetence.com

Cultural inputs and adaptations / Bridging cultures

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

Cross-cultural Strategy and Organizational Development process (for details contact EurAsia Competence)

YOUR BENEFITS

- Your strategy is aligned with cross-cultural realities
- Your organizational development is geared towards inclusiveness across your organization
- You are familiar with the concepts of proximity and distance, the psychological consequences of closeness and detachment – the key factors of differentiation – and apply these concepts successfully in a cross-cultural environment
- You can turn cross-cultural complexity into high performance vitality

FURTHER EURASIA COMPETENCE SERVICES

- Leadership and change
- Cultural due diligence
- Issue and reputation management
- Coaching for boards, executive teams and project teams
- Assessment, education and training of individuals and teams

EURASIA COMPETENCE TARGET GROUPS

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