

Flash cultural coaching

Short individual coaching sessions on issues
between national cultures



Cultural Coaching Approach

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What is flash Cultural Coaching Approach ?

- ✂ Individual guidance in **coaching** mode to solve a **concrete issue** linked to a **cross-cultural context** and combined with **theoretical knowledge**
- ✂ Establishing one's **own cultural profile (cultural preferences and competences)** then debriefing with your coach. Will serve as a red thread throughout the sessions
- ✂ **2 to 4 sessions** (instead of 4 to 8 in a standard mode)
- ✂ Objective: Quick results, decoding situations, and concrete implementation
- ✂ At a distance or face-à-face

What is flash Cultural Coaching Approach ?

✂ A few exemples of flash Cultural Coaching Approach topics

- Valérie collaborates with a Chinese business partner. She wants to improve communication and reduce tensions between the two of them.
- Kateryna has just arrived in France. She wants to integrate quickly in the country and find work in the Paris region.
- Corinne has taken over the responsibility of a multicultural team at a distance. He wants to implement inclusive management practices and ensure everybody's commitment to the project.
- Léa is married to an American. She needs to better understand cultural differences between them so as to enjoy a better life together.

What is the difference with classical coaching ?

- ⌘ **Coaching** is a personalized method of guidance aiming at developing the coachee's competences. The coachee makes their decisions by themselves.
- ⌘ **Intercultural coaching** helps to identify the cultural layer of an issue and to adapt one's behavior in order to leverage differences.
- ⌘ **Cultural Coaching Approach** is a form of personalized guidance in **coaching mode combined with cultural input** from the coach. Cultural understanding is instrumental to enable subsequent **behavioral change**.

My approach

✘ Building awareness...

- Of one's own cultural style
- Of one's impact onto other cultures

✘ Understanding and decoding...

- the style of the other culture (the styles of the other cultures)

✘ Adapting one's behavior in an efficient way

- Balancing doing (action) with being (essence, values, personality)
- Guidance in behavioral change

Cost of Cultural Coaching Approach

- ✂ Each session lasts 60 to 90 minutes
- ✂ One-hour session costs €100 VAT excluded

My profile

- ✂ **20 years of managerial experience in international corporations**
 - Collaboration with European partners
 - Expatriation to the US, Germany, and China
 - Management of multicultural teams
- ✂ **Speaks four languages:** French, English, German, and Chinese
 - Coaching in French or English
- ✂ **Recognized cultural expert with 10 years of practice**
 - Consultant, facilitator, coach, and speaker
 - Coached clients of varied cultural backgrounds
- ✂ **Obtained the Co-Active coaching (CTI) diploma in 2012.** Trained to many tools in the last 10 years
 - Follows ICF's Code of Ethics
 - Supervized by a multicultural coach
- ✂ **PWN Paris:** Acts as of International Hub's three leads



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