



Global Executive Coaching and Assessment

Cross - Cultural Coaching for Global Competitive Advantage

Executive Coaching provides the ideal support and direction needed for those examining their cross-cultural knowledge and skills. Typical clients find that the Argonaut™ assessment plus coaching is effective in giving them an awareness of cultural differences plus some initial tools, insight and support to enhance global understanding.

What is Argonaut™

The Argonaut™ is an online tool designed to bring better results from international activity. It can assist key people to be more effective in international business and can minimize time lost through intercultural problems. Argonaut™ creates a personal cultural profile and analyzes the perceived gap between the user and the target culture, as well as numerous other cultures. Argonaut™ offers practical knowledge of specific cultures and invites users to share their own cultural experiences. It creates excellent personalized material for training and coaching. It can benefit individuals who are managing across cultures, people who experience culture clash and those who seek to resolve cross-cultural dilemmas, multi-cultural teams wanting to maximize the benefits of their intercultural diversity, leaders who seek to inspire and command international enterprises, merging organizations identifying intercultural risk factors.

The Argonaut™ features a

- 20 minute self-assessment
- Graphical personal profile
- Group and organizational analysis
- Practical cultural information
- Resources for project managers
- Knowledge and sharing facility
- New situational tutorial
- Over 28 cultures featured and adding more

Full-scale training programs with coaching based on Argonaut™ assessment are available through our associates at Coghill & Beery International, London, International Management Consultants. For more information visit the website www.coghillbeery.com.

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