

# Success across Cultures: Leveraging Cultural Differences for Sustainable Growth.

Prague, November 15, 2013

**In our complex multicultural, turbulent and virtual environments of living and having global business partners and international clients, but still being based in the Czech Republic and becoming a global leader from the Czech Republic, is essential to embrace diversity, bridge cultural gaps and learn from cultural diversity. Leadership that integrates multiple perspectives is a powerful vehicle for enabling sustainable and global success for self and others.**

Cultural differences of all kinds are often a source of misunderstandings and frustrations. In this workshop, Professor Philippe Rosinski will show how managers and executives can improve their leadership impact by treating cultural differences as a source of richness and as an opportunity to go beyond current cultural limitations. You will learn about a broad, inclusive and dynamic concept of culture that contrasts with the traditional static and binary view, which tends to perpetuate limiting stereotypes & divisions.

**Only those who understand cross cultural issues and deal with them creatively, innovatively and responsibly will accelerate your already gained success far beyond their corporate and national borders.**

You will discover tools to make the most of diversity (not only national but including differences in gender, generation, background as well) and foster increased motivation & creativity in your company's workforce.

You will discover alternative cultural orientations in areas of practical importance such as sense of power and responsibility, time management, definitions of identity and purpose, organizational arrangements, notions of territory and boundaries, communication and thinking. You will learn about the Cultural Orientations Framework assessment and its applications for individuals, teams and organizations.

**You will find out how to leverage cultural differences and build unity in diversity when leading individuals, teams and organizations, in order to achieve sustainable growth and high-performance.**

## Benefits:

- **Learn** how to release higher potential in individuals enabling greater and sustainable success by making the most of alternative cultural perspectives;

- **Acquire** practical skills that allow you to extend beyond current cultural norms, values, and beliefs (and stereotypes) when working with colleagues;
- **Discover** creative solutions to leverage cultural differences and address complex and multidimensional challenges;
- **Gain** higher levels of self-awareness and personal fulfillment while enhancing their positive impact on others;
- **Learn** about the Cultural Orientations Framework (COF) assessment and how the tool can be used to promote individual, team and organizational development;
- **Learn** how to increase their leadership impact to make the most of a diverse workforce and to foster full engagement and inner motivation in their company's workforce;
- **Maximize** opportunity for from diversity and achieve superior results for your organization;

## Outline:

- 9:00 – 9:15 Brief introduction – Give and Get  
A chance for participants to voice expectations for the session as well how they are prepared to contribute to its success. The half-a-day seminar can be adjusted accordingly.
- 9:15 – 9:45 Introduction to Leading Across Cultures – Defining coaching (as a leadership outlook) and culture (notably introducing a broad definition of culture, and contrasting our inclusive and dynamic outlook with the traditional static and binary intercultural approach)
- 9:45 – 10:00 Participant's challenges  
Participants explore their challenges, allowing them to later connect the various notions and tools to their concrete situations.
- 10:00 – 10:15 Attitudes vis-à-vis cultural differences – Bennett-Rosinski 7-stage model  
Brief presentation. Participants then examine/discuss their own attitudes in the challenging situations they have mentioned earlier.
- Cultural Orientations Framework  
10:15 – 10:45 Present the COF and the underlying philosophy (notably striving to leverage cultural differences)  
10:45 – 11:00 Break  
11:00 – 12:00 Role-play(s) to illustrate how the COF can be used in practice in one-to-one coaching
- 12:00 – 12:30 Applications of the COF assessment  
Participants learn how this tool can be used for individual, team and organizational development

# Philippe Rosinski



Philippe Rosinski is a world authority in executive coaching, team coaching, and global leadership development. He is the first European to have been designated Master Certified Coach by the *International Coach Federation*.

He has pioneered a global approach to coaching that leverages multiple perspectives for greater creativity, impact and meaning. The *Harvard Business School* chose his ground-breaking book *Coaching Across Cultures* as its featured book recommendation in the category of business leadership. His innovative approach of bringing the crucial intercultural dimension into the practice of coaching has won him worldwide acclaim. His latest book *Global Coaching* has been described as “having moved the art and science of coaching to a new level”.

Since 1999, he is principal of *Rosinski & Company*, an international network organization that helps leaders, teams and organizations unleash their human potential to achieve sustainable high performance. Previously, he was the Director of Custom Programs at the *Center for Creative Leadership Europe*.

Philippe Rosinski is a professor in the MBA program for global managers at the *Kenichi Ohmae Graduate School of Business* in Tokyo, Japan. He is also a visiting professor at the *University of Economics* in Prague, Czech Republic.

**AXA, ING, Chubb Insurance, Baxter, Unilever, L’Oreal, Michelin, Lego, UCB Pharma, Airbus, Delhaize, IKEA, Belgacom, Merck, Mölnlycke Healthcare, Ernst&Young, Česká Spořitelna, European Commission, European Parliament, European Council, etc.** already had the opportunity to listen to Philippe Rosinski’s unique and holistic know how.

For more information please visit:

**[www.philrosinski.com](http://www.philrosinski.com) and [www.globalcoaching.pro](http://www.globalcoaching.pro)**



