

Basic Benefits of Coaching and Training for Global Business

Can you afford not to invest in coaching and training for your global business needs?

1. Culturally competent employees are more effective in leadership roles and managing multicultural & multinational teams.
2. Culturally competent employees are more effective in multicultural, international settings for common interactions such as communicating, influencing, exchanging vital information, negotiating, selling, helping others adapt to change.
3. Training helps increase cultural adjustment for expatriate employee & family. Premature return rate of international assignments drops dramatically to less than 10% when formal training and coaching are provided.
4. Cultural awareness is the key to building successful relationships and understanding the importance of relationships when doing business in other countries.
5. Training is an effective way to minimize breakdowns in communication, costly misunderstandings and business blunders. See the example below.*
6. Intercultural leadership coaching and training is an investment that has paid long-term dividends for individuals and organizations, such as for managing start-up operations abroad, and inspiring global, virtual teams to higher performance.
7. Business negotiations are more successful when negotiators understand their counterparts from foreign countries.
8. Managers working with a versatile leadership style work more effectively in other countries by gaining more credibility and trust of their employees.

*Here is an example of costly mistakes that intercultural coaching and training, for both employees and managers, could have prevented:

A recent blunder by Microsoft involved the use of chanting of the Quran as a soundtrack for a computer game, which was roundly denounced by the government of Saudi Arabia. The company later issued a new version of the game without the chanting, keeping the previous editions in circulation because Microsoft's U.S. staff thought this wouldn't be detected. But the Saudi government banned the game and demanded an apology. Microsoft then withdrew the game.

The software giant managed to further offend the Saudis by creating another game in which Muslim warriors turned churches into mosques. That game was also withdrawn. Microsoft lost millions of dollars as a result. A company spokesperson explained the development team didn't have sufficient knowledge of geography.

Source: *San Francisco Chronicle*, August 23, 2004