

## **Cultural Detective® Business Case**

**Industry: Consumer Products**

**Client: A major multinational organization with business units worldwide**

**Application: Executive Coaching and Expatriate Relocation**

**Result:** “The biggest impact was that it sped up my learning curve.... I was able to have an impact on the business...sooner than if I hadn’t done the coaching.”

**Opportunity/Need:** *Worldwide Employee Teamwork/Productivity*

A US-based Director was tasked with creating and leading a Global Inclusion Team. To boost competence with global diversity issues, she accepted an assignment at the company’s headquarters for international operations in Western Europe.

In order to leverage the assignment experience, she wanted to learn as much as possible *before relocating* about the cultural norms, values and accepted business etiquette for the countries/cultures she would interact with while abroad. More importantly, she wanted to learn how she could work with her global colleagues to effectively lead the new Team.

**Solution:** *Executive Coaching using Cultural Detective® Methodology and culture-specific packages: Cultural Detective: The Netherlands, England, France, Belgium, Spain, and Italy.*

The methodology easily adapted to a three-month process of virtual coaching using telephone, journaling, e-mail assignments, and reflection and analysis of real, on-the-job interactions. Rather than focusing on do’s and don’t’s, the process focused on:

- *Understanding values.*  
As she better understood her own values, she began to understand other’s values and how different cultures influence what we do and how we think, especially about issues like diversity and inclusiveness
- *Learning to listen and observe.*  
She gained a greater “intercultural perspective.”
- *Creating dialogue.*  
She learned the high impact of open dialogue and asking questions.
- *Practicing intercultural skills.*  
Analyzing numerous real-world critical incidents, she practiced how to apply her new skills to identify and bridge possible cultural gaps.

**Benefits:** *Quicker Effectiveness, Ease of Adjustment*

- Immediate increase in productivity and collaboration with multicultural colleagues.
- Prevented miscommunications by considering conversations from a cultural perspective.
- Strengthened business relationships by recognizing cultural differences as assets.
- Alleviated the typical low spirits resulting from relocation shock.

**For additional in-depth business cases, see:**

<http://www.culturaldetective.com/bizcases.html>