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What is a Personal Cultural Profiler®?

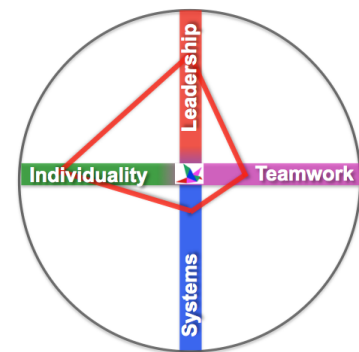
We design a methodology that facilitates understanding of behaviors and beliefs of disparate cultures. It helps to balance differing expectations.

In a state-of-the-art diagnostic process, we assess and visualize the preferred behavior of individuals in an organization. Based on this personal culture profile (PCP), we can successfully strengthen the cross-cultural skills of international leadership and project teams and significantly improve the efficacy of their leadership.

What does the Personal Cultural Profiler® (PCP) do?

It assesses the key elements of personal preferences with relation to four organizational aspects:

1. **Individuality:** how important is it for an individual to take initiative, to be direct in communication and to accept individual responsibility.
2. **Teamwork:** how does a person work with colleagues, what motivates them and how does the person see their role in the team.
3. **Leadership:** how does a person perceive leadership and what makes a leader an authority in their opinion.
4. **Systems:** how would a person makes decisions and do their planning in the light of time-investment and information needs.



The Personal Cultural Profiler® mirrors the Cultural Identity and Cultural behaviour. The better this shared understanding of thinking and acting is supported, the greater the motivation to achieve personal goals. It determines how people cooperate, communicate, lead, meet or take decisions.

How does it work?

The Personal Culture Profile© is web-based. A report with key findings is generated instantly. The time taken between a client's request and a report being generated is a couple of hours.

Creating Cultural awareness and the enhancement of cross-cultural skills is through a customized seminar and workshop concept (two days), customized according to the client's objectives.

What are the benefits?

The Personal Culture Profile® visualizes why people act, perceive and interpret as they do. By comparing different profiles, we learn about similarities and differences in preferred management, leadership and working style.

Our experience shows the benefits in four main areas:

1. **Risk management:** reduce the culture-related risks for open and hidden conflicts.
2. **Productivity:** Quicker decision making and time to realise results.
3. **Competence:** understanding, building trust and respect for cultural differences
4. **Skills:** enhance communication & relationship with foreign business partners

Anonymity / Confidentiality

We are aligned with and guarantee GDPR data security.

The names of participants in the online questionnaire cannot be traced. All reports from our server are deleted the day the assignment is closed. We assure you that all our clients and their companies are dealt with in strictest confidentiality.