

# EAST-WEST LEADERSHIP

Global people skills aren't optional any more. Whether your office is in Stockholm, Shanghai or Seattle, global business is on your doorstep. East-West Leadership helps leaders solve problems across locations and cultural divisions.



## Who are we?

Campanile Management Consulting is a Shanghai-based network of senior consulting associates across Asia and Europe. Our job is to bring the latest intercultural leadership know-how to global businesses of all sizes in a flexible and people-focused manner. Our consultants are multinational, multilingual and bring experience in a wide array of fields including leadership, management, foreign trade, diplomacy, psychology, philosophy, law, economics and more. Each of us have at least a decade of consulting experience in multiple countries.

## What do we do?

Since 2005, Campanile and its associates have served over a hundred multinational clients in 25+ countries. From fact finding and assessment to coaching, training and advising, we accompany our clients along their entire global leadership journey.

## Business leaders need global skills

*'How should I do business with Indian, Chinese or Brazilian managers?'* is the wrong question to ask in a world where business leaders must juggle multiple cultures on their first expat assignment. When a European leader's multinational team serves several Asian countries from a Hong Kong office, which culture is the key to results?

**East-West Leadership** combines wisdom from generations of expat business leaders with the latest of leadership science to prepare your people for the challenge of the century: working with others across continents and cultures.

Through keen self-awareness, intercultural leadership skills and methods that help the development of productive new habits, the programme gives new and seasoned leaders the global orientation they need to thrive in expat assignments, or support others who represent the firm at distant locations.

## The skills you need to be an East-West Leader

### Awareness:

- ✓ Understand how culture works and why we often ignore it.
- ✓ Experience how cultural pressure affects your brain, behaviour and success.
- ✓ Learn to spot cultural biases in yourself and others.

### Skills:

- ✓ Learn to scientifically map personalities, national and corporate cultures.
- ✓ Identify personal and team styles, strengths and weaknesses.
- ✓ Solve leadership dilemmas with personality-culture matches & mismatches.

### Habits:

- ✓ Rediscover and re-engage challenging colleagues, bosses and teams.
- ✓ Develop successful work styles for specific people, places and firms.
- ✓ Apply newly learned skills to daily work, and teach them to others.

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## From self-awareness to productive habits

### This is not our first time:



Campanile founder Gabor Holch's keynote on Oriented Leadership in Hangzhou, China



Intercultural leadership workshop for a French firm's global managers in Seoul, South Korea



Asia-Pacific managers of an Italian firm discuss cultural profiles in Shanghai, China



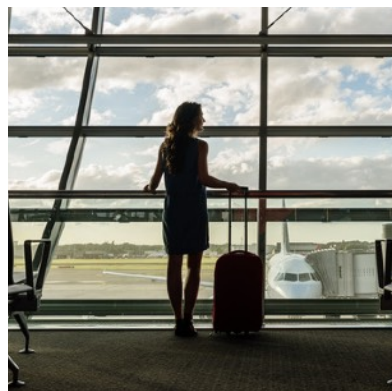
European and Asian leaders hard at work prioritising leadership values in Budapest, Hungary



**We start with awareness:** Using award-winning intercultural leadership assessment tools developed by our European and Asian partners, we create profiles on the natural work styles, strengths and weaknesses of each participating manager and management team. We use this fact-finding round to align each activity with the client's corporate culture, current challenges and strategic goals. Simply put, Campanile never delivers the same programme twice.



**We focus on the right skills:** Initial assessment and Orientation meetings help us decide the right combination of coaching, mentoring, workshops, materials and online support for each manager and team. Team workshops turn personal and cultural diversity into the ability to engage and motivate others, build multi-talented teams, spot and manage conflict. Coaching and mentoring builds focus towards individual business and career goals and helps develop globally adaptable personal leadership styles.



**We build lasting habits:** Instead of hoping that people use their new skills, we integrate learning into work. A typical East-West Leadership programme lasts 4-12 months, includes several rounds of personal and online work with Campanile consultants, and often takes place in various global locations. Participants learn and apply intercultural leadership skills, apply them in follow-up tasks and build internal communities. Ultimately, East-West leaders will take their skills with them and pass to them on to others.

## A few of our past and present clients

AB InBev | AkzoNobel | Alcatel-Lucent | ASYS | Bayer | Benteler | BMW | Bracco | Calyon | Carrefour | Covestro | Danieli | DEIF | DSM | Ecco | EY | Ferrero | GEA | Henkel | IKEA | Logitech | New Look | Nissan | Nokia | Patek Philippe | Pepsico | Peugeot-Citroën | Scania | Schneider Electric | Schuler | ThyssenKrupp TK | Voith | Wacker | WEG | Walt Disney | ZF

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