



10 Tips for Coaching Executives Across Cultures

1. Ensure you have excellent awareness about yourself –especially your Emotional intelligence
2. Ensure you have awareness and understand the culture, style and expectations of the countries that you operate in. Always have a cultural informant that matches to your client.
3. Ensure that you understand that “high performer” changes from country to country.
4. Ensure that you have a cultural ability to adopt proper behaviours as necessary to avoid clashes in cultural differences.
5. Be honest about your level of development in relation to doing work with executives.
6. Competence in cross cultural communication= awareness + knowledge + skill
7. People who are culturally competent accept cultural differences and have a network that feeds their knowledge generously
8. Culturally competent coaches are committed to understanding the non-observables (what is under the iceberg)
9. Culturally skilled coaches can generate a wide variety of verbal and non-verbal responses appropriate to a wide range of cultures
10. Behaviour can become meaningful data when that behaviour is understood in the context of culturally learned expectations and values.