

INNOVATIONS IN CROSS-CULTURAL SUPPORT

International assignments are a strategic priority and a significant investment for the organization. Therefore, providing essential cross-cultural support is critical to ensure a return on investment and successfully execute your global strategy.

Cartus has been a global leader for 25 years in preparing and coaching assignees and their families for a smooth transition, to adapt quickly, to accelerate their productivity, and to accomplish their assignment objectives in 93 countries.

What Are We Hearing?

Our assignee service evaluations tell us there is a growing trend of seeking greater agility for cross-cultural support. An increasing number of assignees are looking for:

- Greater flexibility of delivery with multiple shorter sessions;
- Ongoing cultural support beginning in the home location and continuing through the transition to the host location;
- Individual coaching sessions focused on the unique priorities of employees and their accompanying partners.

In response to this feedback from assignees, Cartus has developed our innovative **Cross-Cultural Coaching** solution.

Cross-Cultural Coaching

Cartus Cross-Cultural Coaching focuses on the specific priorities of each assignee and their partner. The coaching sessions are typically 90 minutes each and are delivered virtually, facilitated by an Intercultural Coach located in the host city or country. To provide maximum flexibility to clients and assignees, we offer two levels of Cross-Cultural Coaching:

- **Cross-Cultural Coaching Core Support:** Four coaching sessions, including ongoing support from the Intercultural Coach for three months post arrival.
- **Cross-Cultural Coaching Extended Support:** Six coaching sessions, including ongoing support from the Intercultural Coach for six months post arrival.

Maximum Delivery Flexibility

Assignees benefit from this flexible Cross-Cultural Coaching solution, as:

- Multiple shorter sessions are easier to schedule than full-day programs in assignees' busy calendars.
- Assignees receive ongoing support between coaching sessions and for up to three or six months post arrival.
- Employees and their spouse/partner can choose to participate in the coaching sessions together or individually in order to focus on their individual priorities.

Cartus Cross-Cultural Coaching Success Framework



The Cartus 'Assignee Choice' Model

In order to ensure Cartus cross-cultural support is tailored to the specific learning style of the assignees, **each assignee is given a choice** on which delivery approach they prefer. Assignees can choose between two options:

- Face-to-face delivery of a 1- or 2-day program, either pre-departure **or** post arrival, which also includes a virtual post-arrival coaching session designed to support the post-arrival transition phase.
- Cross-Cultural Coaching delivered virtually, both pre-departure **and** post arrival, with ongoing support from the Intercultural Coach for up to 3-6 months post arrival.

Our Promise:

- Cartus programs are **100% customized** and maximize your assignees' effectiveness on assignment by focusing their key priorities.
- Cartus Coaches utilize our **proprietary Assignment Success Framework** developed from 25 years of expertise coaching assignees worldwide.
- Assignees develop their own **Assignment Success Roadmap**, which serves as an action plan to achieve their personal and professional priorities.
- Includes one year access to an **online intercultural tool** with detailed cultural profiles and insights on 100 countries.