

# CROSS-CULTURAL PROGRAMS FOR ASSIGNEES

## Ensuring Assignment Success

International assignments represent huge commitments of time, talent, and resources—both for your company and for your assignees. When assignments fail, they do so with wide ranging repercussions.

### Why Cross-Cultural Support?

According to a recent Cartus Policies & Practices Survey, the top reasons assignments fail include:

1. Family adjustment (61%)
2. Assignee adjustment (46%)

Cartus Cross-Cultural Programs focus on ensuring assignment success by preparing your assignees to adapt quickly and perform effectively upon arrival. Programs focus on building global business skills, accelerating productivity and enabling your assignees to communicate effectively when working across cultures or on diverse teams.

Cartus programs are 100% customized to assignee needs by coaching employees to drive performance and accomplish assignment objectives. The Cartus Intercultural Coach also works closely with the relocating partner to create a greater sense of purpose, satisfaction and fulfillment on assignment.

### The Cartus Cross-Cultural Program

Our Cross-Cultural Programs develop your assignees' global agility with three important components in a blended learning approach:

- A **face-to-face cross-cultural session** fully customized to personal and professional requirements;
- A **virtual post-arrival coaching session using our proprietary Assignment PulsePoint® framework**, designed to support international assignees during the transition phase in their host country;
- One year access to an **online intercultural tool** for business professionals with detailed cultural profiles and insights on nearly 100 countries.



### Cross-Cultural Program Options:

- Worldwide delivery, either pre-departure or post-arrival
- Flexible options for assignees and partners, short-term assignees, children/teens
- Face-to-face, virtual, or blended delivery

### Program Features

- Opportunity to focus on assignee priority areas for successful transition into host location;
- Cultural foundations of the host country and their influence on social and business behavior;
- Interactive discussion about daily life in their host city;
- Skill building to communicate effectively when working across cultures or on diverse teams;
- Discussion of the business expectations and management practices of their host location and strategies to accomplish their assignment objectives;
- Understanding the cultural adaptation process to successfully manage the transition;
- Support from Cartus Intercultural Coaches and experts with practical experience in the host country culture.

### Program Benefits

Cartus Cross-Cultural Programs better ensure assignment success by preparing your assignees to:

- Quickly adapt to living in the host country;
- Communicate effectively and build trust with host country nationals and other priority countries;
- Accomplish professional assignment objectives while building global leadership competencies; and
- Stay on track for assignment success by discussing any questions or challenges they may have during the post-arrival Assignment PulsePoint® coaching session.

For more information on how Cartus' Intercultural & Language Solutions can help you, please contact [intercultural&languagesolutions@cartus.com](mailto:intercultural&languagesolutions@cartus.com)