



**Change Of Perspective**



# **Leadership Development & Cross-Cultural Coaching**

**by Dr. Albrecht Ebertzeder**

**Alchimedus® Potential Analysis**

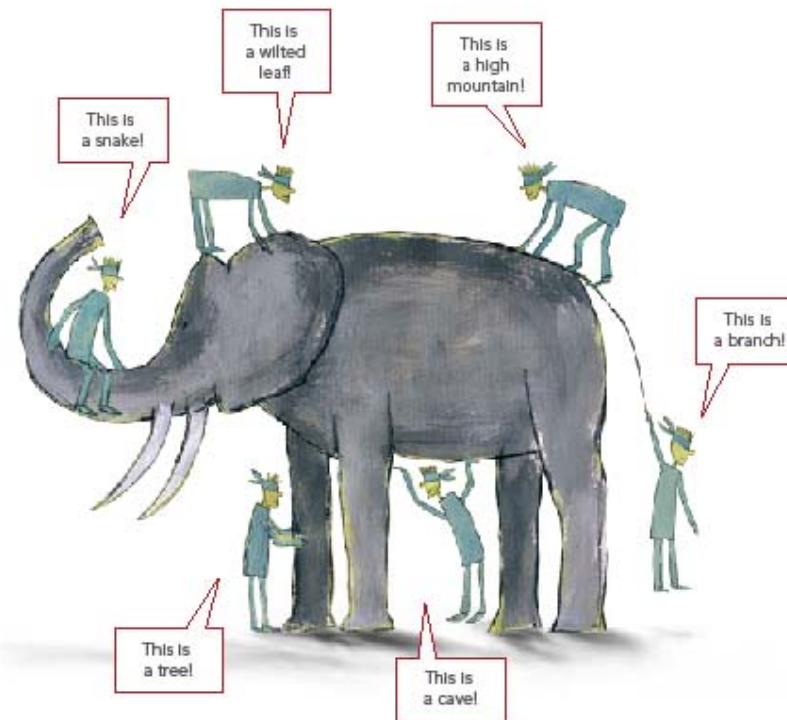




# Change Of Perspective



## THE BLIND AND THE ELEPHANT



Only he who has the eye for the entirety will recognise the entirety

Alchimedus® Potential Analysis





## Change Of Perspective



### Germans are...

- Accurate
- Dutiful
- Ambitious
- Honest

Alchimedus® Potential Analysis



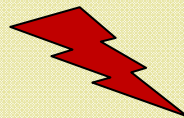


## Change Of Perspective



### Germans are...

- Accurate
- Dutiful
- Ambitious
- Honest



### Germans are...

- Pedantic
- Inflexible
- Stubborn
- Impolite

Alchimedus® Potential Analysis





## Change Of Perspective



**This are...**

- Conflict avoiding
- Touchy
- Unstructured
- Unassertive
- Dependent

**Alchimedus® Potential Analysis**



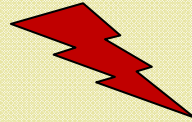


## Change Of Perspective



### This is...

- Conflict avoiding
- Touchy
- Unstructured
- Unassertive
- Dependent



### This is...

- Balanced
- Sensitive
- Flexible
- Modest and considerate
- Social

Alchimedus® Potential Analysis





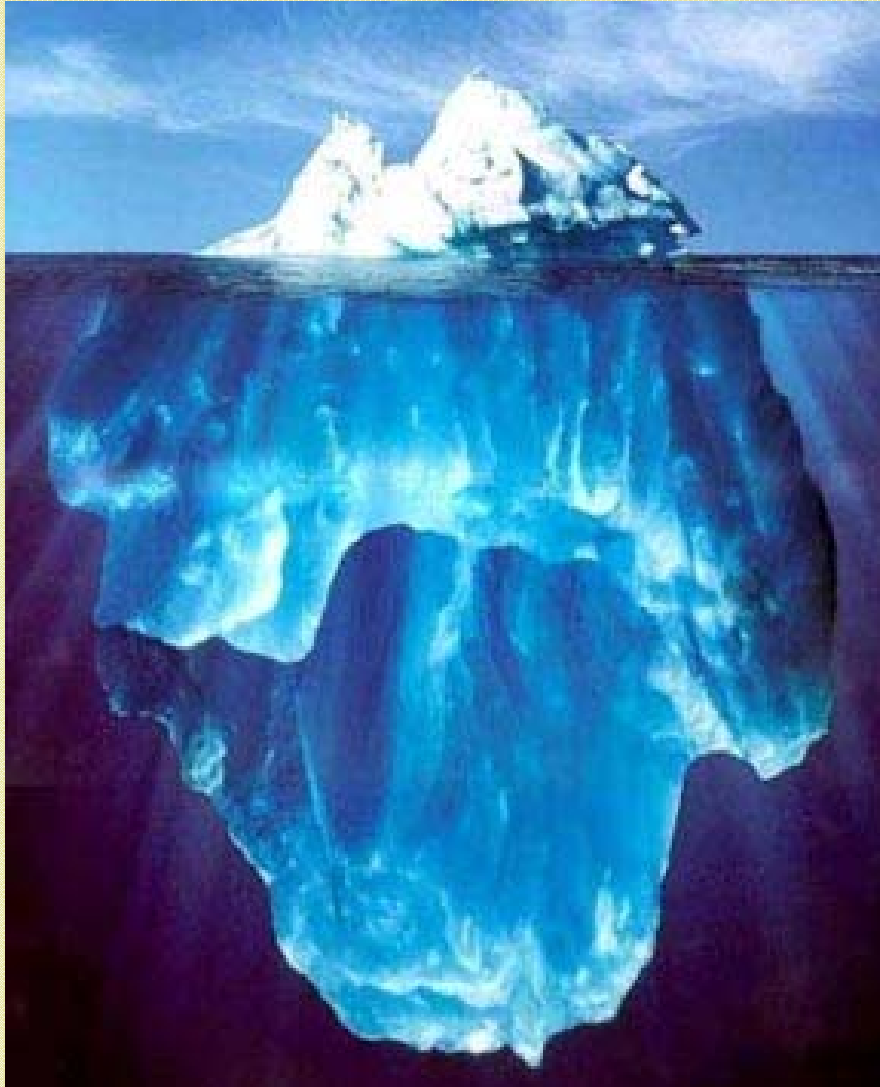
**What is the  
dangerous characteristic  
of an  
iceberg?**

**Alchimedus® Potential Analysis**





# Conflicts Under The Surface- The Iceberg



## Manifestations

*visible*

*(artifacts, behaviour)*

## Basic Convictions

*not visible*

*(unconscious, based on experiences, habitual, emotionally anchored)*

Alchimedus® Potential Analysis

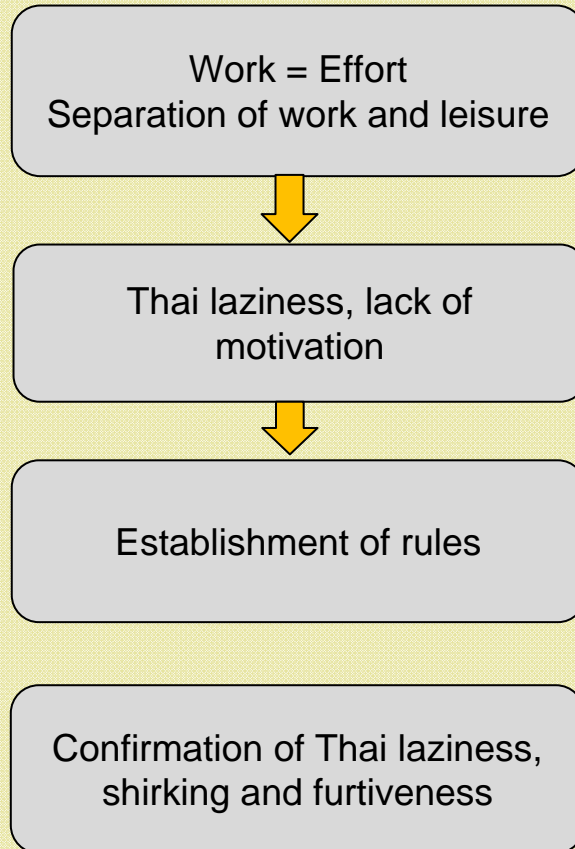




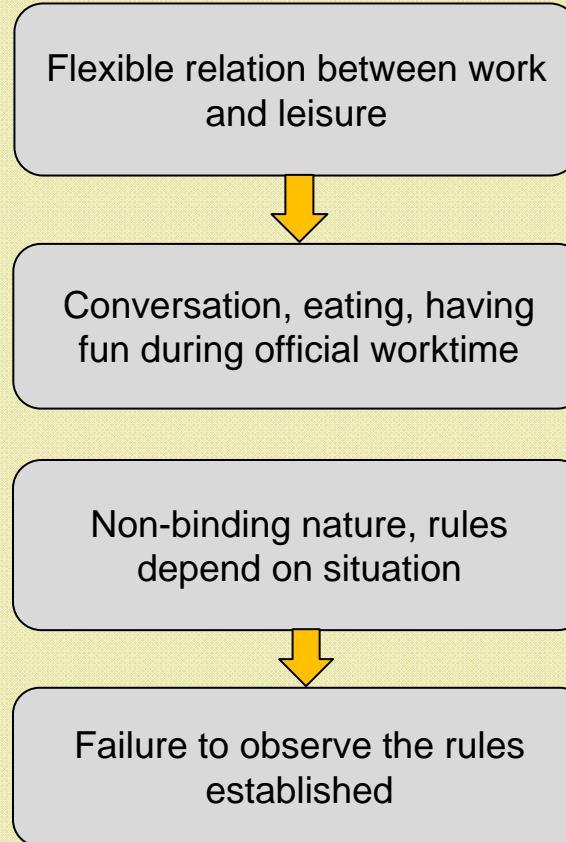
# Lacking Change Of Perspective Conflict Process – Misunderstanding Of Motivation



## German Perspective



## Thai Perspective



Conflict

Alchimedus® Potential Analysis



## The Study



**Participants:** 10 German companies in Bangkok

**Method:** 1-2 hour qualitative interviews

**Goal:** Making Thai business culture and Western management concepts compatible

.....  
→ Putting national values to the test

Alchimedus® Potential Analysis





## The Challenge



**Practice and literature offer almost exclusively Western concepts, i.e. management, motivation and leadership theories based on our culturally determined understanding of values**

Training for cultural sensitization instead of blind action following one's subjective reality

Connection of scientific research on cultural dimensions with practical management concepts



Alchimedus® Potential Analysis





# Cross Cultural Coaching Leadership Development



**Alchimedus® Potential Analysis**





# Cross Cultural Team Development

Cultural Values



Cultural Values



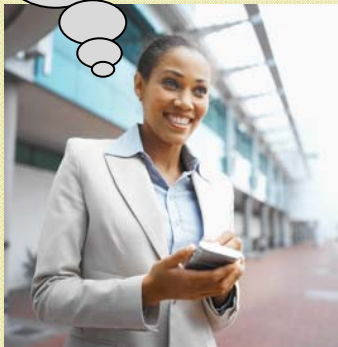
**Alchimedus® Potential Analysis**





# Cross Cultural Team Development

Cultural Values



Diversity of Views and Options

Cultural Values



Alchimedus® Potential Analysis



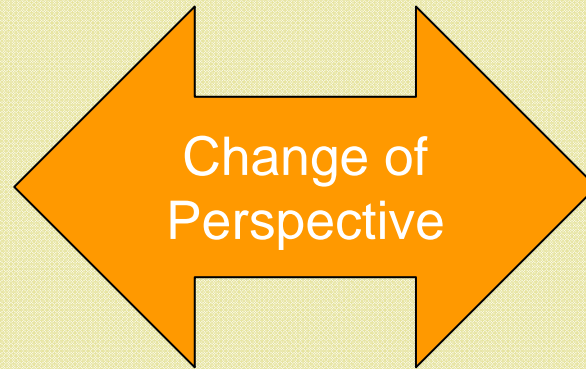


# Cross Cultural Team Development

Cultural Values



Diversity of Views and Options



Cultural Values

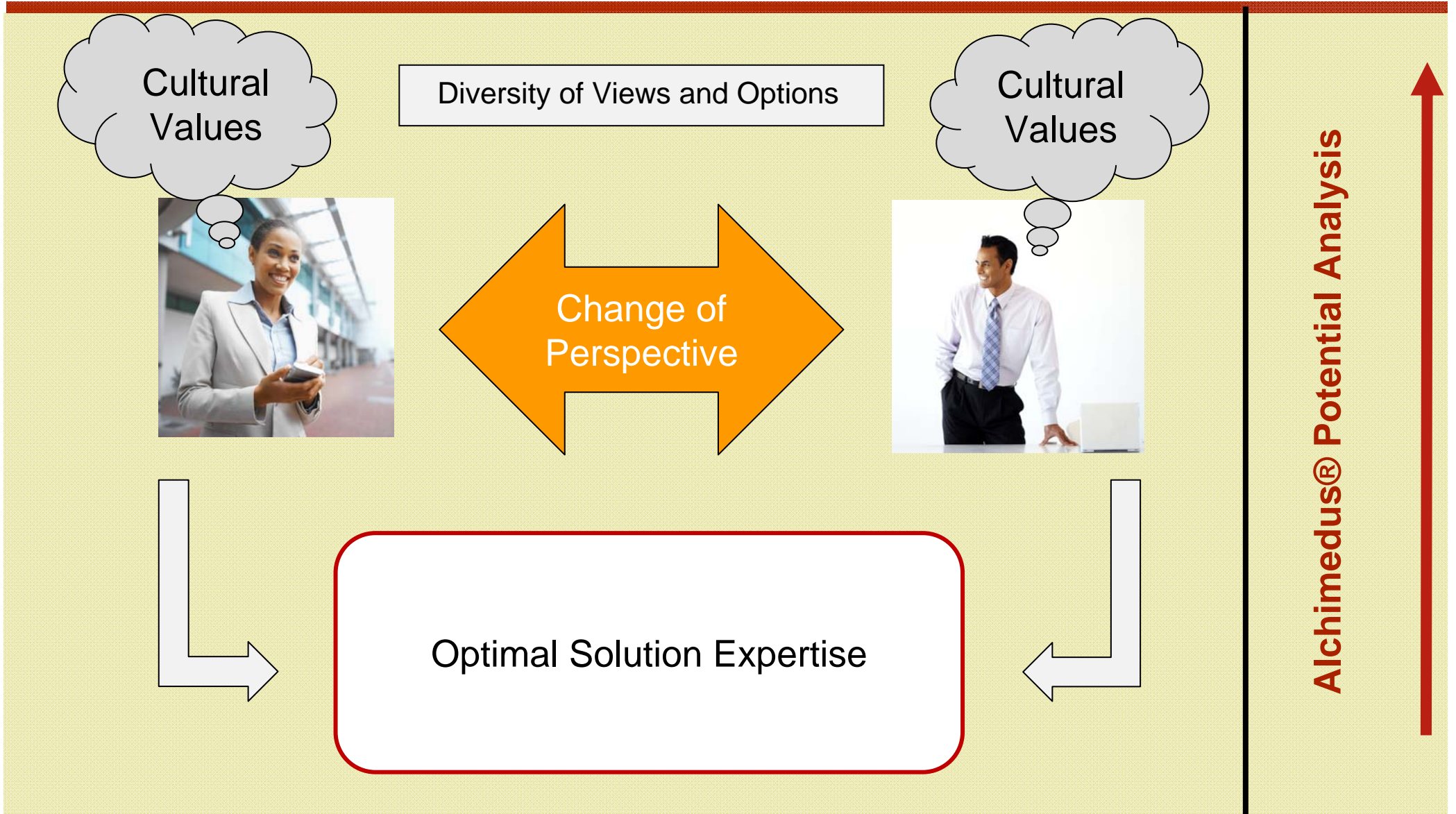


Alchimedus® Potential Analysis





# Cross Cultural Team Development





# Change Of Perspective



**Alchimedus® Potential Analysis**





## Change of Perspective

**If you don't like something, change it.**

**If you can't change it, change the way you think about it.**

**Alchimedus® Potential Analysis**





## Continuous Development Process



**Thank you for your interest!**

Dr. Albrecht Ebertzeder

dta international Ltd.

Leopoldstr. 244

80807 München

Office +49 89 35063828

[trainings@dta-international.org](mailto:trainings@dta-international.org)

[www.dta-international.org](http://www.dta-international.org)

Alchimedus® Potential Analysis

