

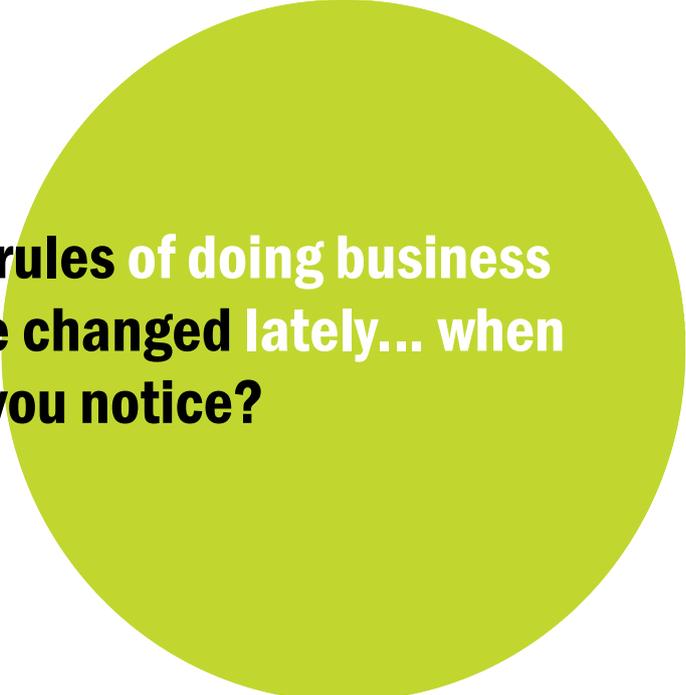


Developing People for International Business

Discovering Potential • Creating Leaders • Sustaining Companies







The rules of doing business have changed lately... when did you notice?

Want to play by the rules? Then don't hire us. Want to keep getting the same results as yesterday? You won't need our support. If you are following trend studies* for international companies, you already know your managers and teams are being faced with the challenges of working under a new set of rules...and it's just begun. In the coming years, more than ever before, your company will be more multi-cultural, multi-generational, multi-gendered, multi-skilled and more often virtual.

The rules of doing international business will challenge your leaders to integrate and motivate teams to work more in matrixes and be more flexible. They will have to be even more culturally sensitive and to lead teams over which they have no authority. For many managers and teams, this way of doing business is a change...and as you know change without new skills and perspectives winds up costing companies extra resources.

Our focus is on supporting leaders, managers and teams to be equipped to meet the challenges of

doing modern-day, international business. The coaches, trainers and facilitators working on your projects are there to support three underlying processes: strategy, change management and long-term team development. We work with both established, international companies and companies coming onto the international market for the first time.

We believe in putting tried and true, traditional approaches to work for modern-day results. We are all highly trained in our fields, each bringing a solid, past corporate experience. Our opinion is off-the-shelf solutions usually bring minor results; therefore, everything we do with our clients has been uniquely created to fit their specific needs. We especially enjoy working with companies which have a true desire to expand their own boundaries.

If this sounds like the kind of playing field you want your company to be in, give us a call. We would like to get to know you better.

* "Leadership 2030" conducted in 2010 by The Hay Group. For more information, please visit: www.haygroup.com

“Coaching enhances the ease with which changes are accepted and implemented.”

“Individual and/or team performance improves with executive coaching”

“Executive coaching impacts positively on business performance”

Coaching

Today's leaders and teams are confronted with a brand new style of customer—more connected, more resourceful, more questioning, more informed—and therefore more demanding than ever before. Even seasoned, international companies suddenly affected by new rules and global forces find themselves challenged to compete harder for customer loyalty. For companies emerging on an international market, you most likely agree with our perspective: Today's leaders need intensive, personal support for their international teams. Coaching is no longer a privilege, it is a must.

Coaching offers can be found on every corner it seems these days. Choosing one which brings your leaders and teams real support and your company lasting value takes time and research. At Stinson Coaching & Training, we believe the coach should bring a broad mixture of skills and experiences for different approaches to solve unique company situations.

Our coaches are focused on business results and improving personal performance of teams, managers and leaders in the business

atmosphere. Our end goal is your improved company performance and potential for sustainability. Our assessment process for choosing your coach is comprehensive and includes checking their coaching education, skills and experiences from the workplace as well as industries they have worked in, their references, and their personal fit for your company culture. Additionally, we assess the cultural experience and language skills of coaches we place on your international projects.

Whether you are a seasoned, well-established company or just entering the international business market, it is clear—coaching on all levels brings results. According to an international survey conducted by HDA in 2010*, the number of companies using coaching has risen. Further, leaders of companies participating in the study agree overall, executive coaching brings a definite benefit to their work performance.

* "HDA Executive Coaching Survey 2010" for more information: www.hda.co.uk

Professional Meeting Facilitation

For some meetings, it is especially important to have one person who brings a totally objective viewpoint to the table—one person who has nothing to lose and nothing to gain by the outcome of the meeting. A person with the ability to move the meeting process along when it gets stuck and to help participants access their own creativity for decision-making. A person who can quickly pull a lot of “loose ends” of information together to form one cohesive idea so that everyone can easily see a total picture evolving. This is the role of the professional meeting facilitator.

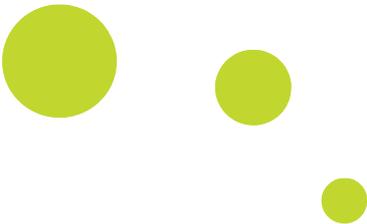
Not to be confused with a trainer, who has the role of “teacher”, and more than just a meeting “note-taker”, our professional meeting facilitators bring objectivity into your strategy meetings and other important process meetings. Whether the focus of your meeting is on a positive new strategy or product, or directly opposite, where opinions and team members are at odds, even in crisis, the facilitator is there to give structure to the meeting and leave you with a lasting graphic summary for multiple uses.

Our professional facilitators have a broad base of business experience along with a special education as a professional meeting facilitator which he or she brings to the table. In addition, we can offer you professional facilitators who speak multiple languages.

We work with you in-house or at external sites and bring our own facilitation materials with us when needed. We are able to assist you with both short and multi-day meetings to help you achieve a structured, lasting approach to your next meeting.

“I'm goal-driven and analytical. Leading a virtual team all over the world, I just didn't want to lose the people side. My coaching sessions help me to focus on the people and to put that into the equation.” Vice President,
global manufacturing company

“I was able to get ideas and new perspectives on my situation and find clarity for good solutions.”
CEO, national non-profit



Supporting Business Processes

Your business processes running smoothly...your leaders, your people—capable, efficient, productive, that's our goal. Using three basic methods: facilitation, coaching, and training, we support your company through strategic planning processes, change processes and team development processes. All of the services we offer are created for your company's unique needs. Working in multiple languages, we work directly with individuals and groups to improve the skills of your leaders and the productivity of your teams.

Developing Strategies

Using facilitated workshops we work directly with your Board or department heads to develop short- and long-term strategies for your organization, your products and/or your people. We help you set solid goals and milestones and if you desire, we will continue our support of the implementation of your strategy with further workshops for leaders and teams. When necessary, we conduct individual coaching sessions for leaders with specific needs as well as group coaching sessions including small training modules for departments and project teams.

Change Management and Team Development Processes

To support your large project processes, we offer a three-pronged approach. 1.) For solving problems and getting an entire group to move toward a specific decision, we use facilitated workshops. In our workshops with you, the focus is on defining strategies, setting goals and creating plans for implementing solutions. We help your leaders to develop solid steps and

measures, to communicate information clearly and timely, and to monitor phases in processes. 2.) We use individual and group coaching sessions for supporting teams when they have specific challenges or get totally stuck. Since breakdown of communication is often a source for reduced productivity, we also use coaching for supporting leaders to better use their soft skills in leading and motivating others, when working directly with your customers, and when working in situations with mixed cultures. 3.) For helping teams and work groups to implement goals and targets, we often use a mix of team coaching and short trainings for smoother transition of process steps.

Workplace Crisis and Special Topics

There is always the situation which arises which needs special attention: integration of a new department leader, the merging of two companies, a company-wide or industry crisis. Our coaches and meeting facilitators are highly trained for supporting your company in sensitive situations. We are experienced in working with multiple industries, multiple cultures, multiple approaches and multiple time-zones.

PEGGY STINSON

Peggy Stinson is executive coach and trainer and owner of Stinson Coaching & Training, located in Stuttgart Germany. Born in the U.S.A. and based internationally since 1996, Peggy's coaching and soft skills trainings support programs in talent management, performance improvement and leadership development. Her specific focus is improving efficiency and effectiveness in the workplace by improving communication, personal performance and workplace behavior. Her many years abroad give Peggy the ability to especially support managers of global teams, international project leaders and virtual teams. Peggy is a certified executive coach and certified personality assessment trainer.



PARTNER

Where cooperative work is required for large projects, Peggy Stinson is founder and moderator of the "Coaching Group, Xing" an international network of coaches (550) in over 12 countries and Stinson Coaching & Training is a direct partner of:

- Wolfram Ott und Partner
- ASK Europe

For more information about our services and references, please visit our website at www.stinsontraining.com



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