

Coaching in an Asian Context

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Where is coaching applied?





Present And Future	Coaching	Develop- mental	Facilitative Objective
	Mentoring		Sponsorship Contextual Knowledge
Past	Counseling	Remedial	Therapy

“Coaching Successes”

- Performance Management
- Leadership development
- Change Management
- Job Transition
- Project Management
- Personal Development

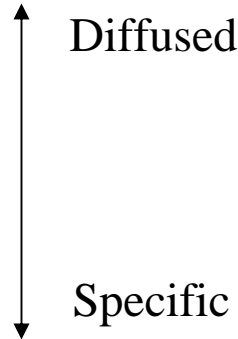


Cross-cultural Differences

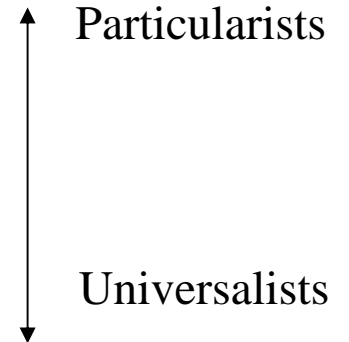
POWER DISTANCE



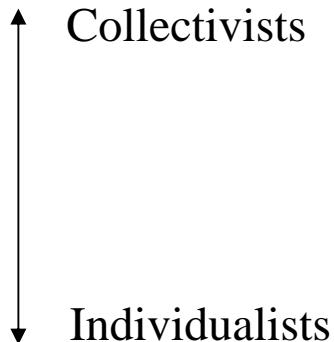
RELATIONSHIPS



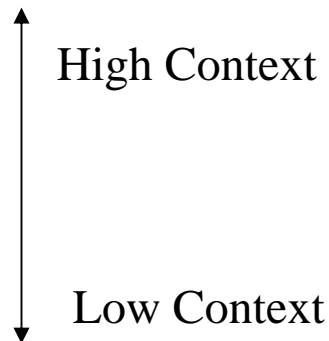
JUDGMENT ORIENTATION



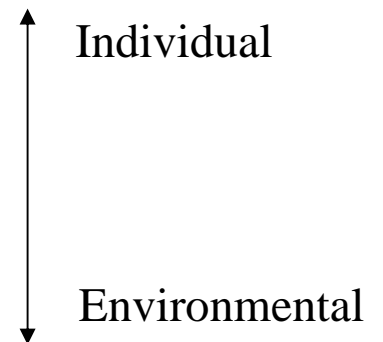
SENSE OF IDENTITY



COMMUNICATION PATTERN



CONTROL



Coaching and the Asian Culture

- Key success factors for coaching are not inherent in Asian culture

Facilitative

1:1

Objective

Specific Feedback

Growth thru action

WEST	ASIAN
Low Power Distance	High Power Distance
Individualists	Collectivists
Low Context	High Context
Full Control	Environmental Influence
Universalists	Particularists
Specific Relationships	Diffused Relationships

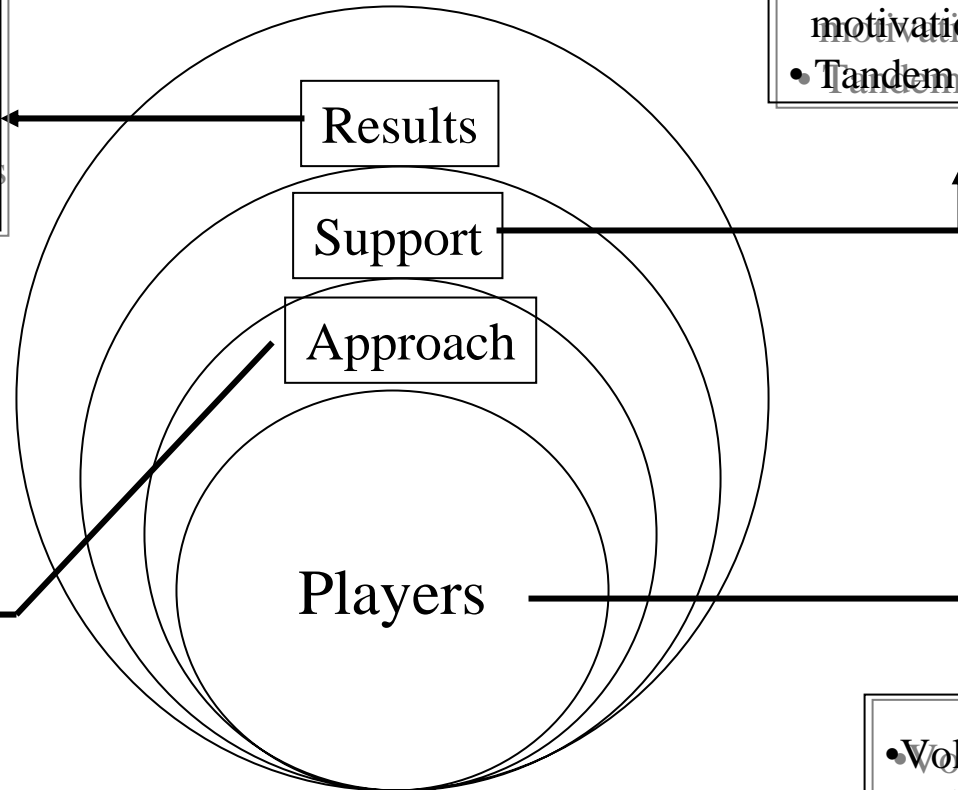
Coaching and the Asian Culture

- Key success factors for coaching are not inherent in Asian culture
- Asians are more familiar with the concept of mentoring
- Mentoring and coaching have conceptually merged in Asian minds (“Men-ching”)
- There are indications that having both a coach and mentor improve performance for Asians

Applications:

- Friendly, positive Environment
- Time
- Work with HR
- Intrinsic and extrinsic motivation
- Tandem with a mentor

- Enabler
- Positive Tension
- Emphasize relationship to facilitate accomplishments



- Suggestive to directive
- Face-to-face
- Mix 1:1 and Group coaching
- Flexible agenda

- Voluntary
- Relationship beyond Work
- Power distance determines role

Moving Forward...

- Cross-cultural appreciation in globalization
- Heuristics not absolutes
- Coaching is a part of a bigger scheme of
- things