

# The International Profiler – What is it?

**The International Profiler** is a tool to

- prepare people for international management tasks or overseas assignments
- build successful multi-cultural teams or management groups;
- provide cross-cultural training in the face of increasing internationalisation

The International Profiler is a questionnaire and feedback process that provides individuals with rich information about how they typically respond to and work with people from different national and cultural backgrounds. Using this information they can then produce and implement highly focused development plans in this respect.

Organizations which have successfully worked with this tool include Beiersdorf, Henkel, Deutsche Bank, Telecom Italia, AMEC, British Council and many others.

## How does it work?

The key elements of the process are:

- It is based on a set of 10 competencies and 22 qualities that research shows are the key skills and attributes required to work effectively in an international context;
- It starts with a sophisticated questionnaire that individuals complete about themselves;
- The data from the questionnaires is used to generate personal feedback

## What's so special about the International Profiler?

- Profiles that show how individuals typically work with people from cultural backgrounds different to their own;
- The information from the profile is interpreted and fed-back by a trained and licensed Coach and Trainer, using a detailed feedback book;
- Personal development plans are worked up in individual coaching sessions;
- It combines the results of **extensive research** and the **experience of practical international business** people;
- The sophisticated questionnaire design highlights potential strengths and areas for development;
- The questionnaire is normed **enabling people to benchmark themselves** against an international comparison group. The norm group currently comprises approx. 1000 people from 46 different nationalities.