



We provide custom solutions to help  
you overcome your intercultural  
challenges in Asia.

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# BESPOKE INTERCULTURAL GROUP

## ABOUT BESPOKE INTERCULTURAL GROUP

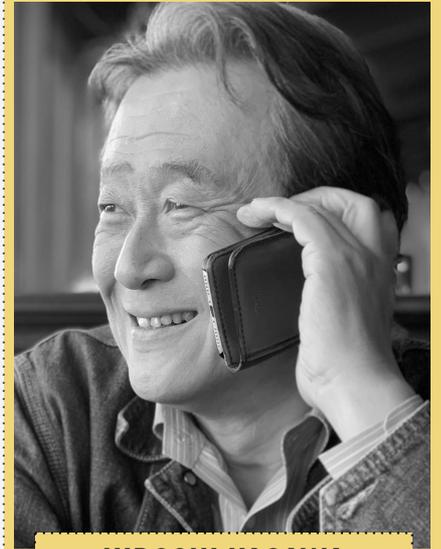


Achieving business success in Asia or with Asian partners requires a thorough understanding of both language and culture. Our team has decades of experience successfully bridging the gap between the East and the West. It is both our pride and pleasure to help you avoid the pitfalls that have claimed so many who have ventured forth unprepared.

**THINK B.I.G.**

## OUR CONSULTANTS

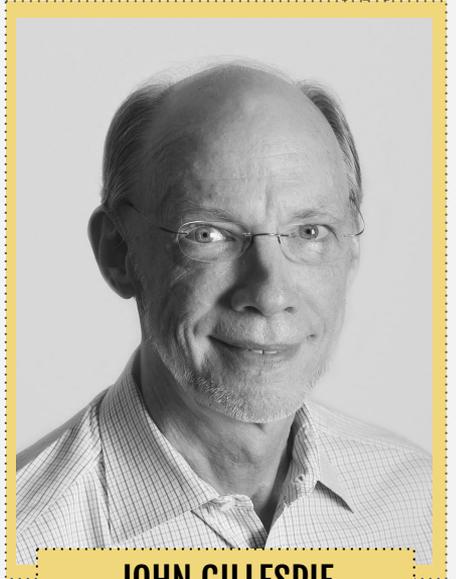
Hiroshi Kagawa is an internationally recognized trainer, coach, consultant, and author. In addition to his home country, Japan, Mr. Kagawa has worked extensively in the US, Europe, the Middle East, and across the Asia Pacific region, particularly in Korea, China, and Taiwan. Mr. Kagawa has coached more than 4,000 executives, focusing on developing their intercultural communication skills. Mr. Kagawa also founded and serves as the chairman of IBC, a publishing company and consulting firm specializing in global and cross-cultural management and communication. Mr. Kagawa has authored more than twenty books, and his articles on cross-cultural management and related issues have appeared in such publications as The Japan Times, The San Francisco Chronicle, Publishers Weekly, and Nikkei. He received a publishing academy award in 2000 in Japan. Mr. Kagawa has also supplied commentary for the NHK radio program, Tokyo FM, and others.



**HIROSHI KAGAWA**

## OUR CONSULTANTS

Born in Louisville, Kentucky, and raised in Japan, Dr. Gillespie earned his Ph.D. in Comparative Literature and Culture. Dr. Gillespie has worked extensively in Europe and East and Southeast Asia—particularly in Japan, Singapore, and Hong Kong. Dr. Gillespie has made presentations on trans-Pacific intercultural business issues to such groups as the Asian Business League (ABL), Japan-America Institute of Management Science (JAIMS), and American Management Association (AMA). Dr. Gillespie writes frequently on intercultural management and related issues, such as U.S.-Japan trade. His pieces have appeared in the Op-Ed pages of The Los Angeles Times and other newspapers. Dr. Gillespie is the author/co-author of *Traditional Japanese Culture and Modern Japan*, *A Bilingual Handbook on Japanese Culture*, *Introduction to Business English*, and *Tips for How to Succeed in a Global Business Context*. Dr. Gillespie has also taught at several universities and served as the Executive Vice President of Clarke Consulting Group.



**JOHN GILLESPIE**

## OUR CONSULTANTS

Born in Washington, D.C., Andrew Robbins has been living in Japan since 2006. He earned his bachelor's degree in computer science from the University of Pennsylvania and his master's degree in education from the Harvard Graduate School of Education. Mr. Robbins frequently consults with major automobile manufacturers and the Japanese Self-Defense Forces in matters of intercultural communication. He is the author/co-author of several books concerning language and communication, and he frequently produces English language learning and study materials for major publishing organizations and prep school chains in Japan. Mr. Robbins is also a technical consultant and has been working as a programmer and system administrator for more than two decades.



**ANDREW ROBBINS**

## OUR FOCUS

### GENERAL INTERCULTURAL TRAINING & DEVELOPMENT

#### Focus Areas

- Communication tactics
- Presentation styles
- Negotiation strategies
- Meeting management
- Team building
- Business etiquette
- Feedback methodologies
- Facilitation techniques
- Customer service

### SPECIALIZED CONSULTING & COACHING

#### Frequent Clients

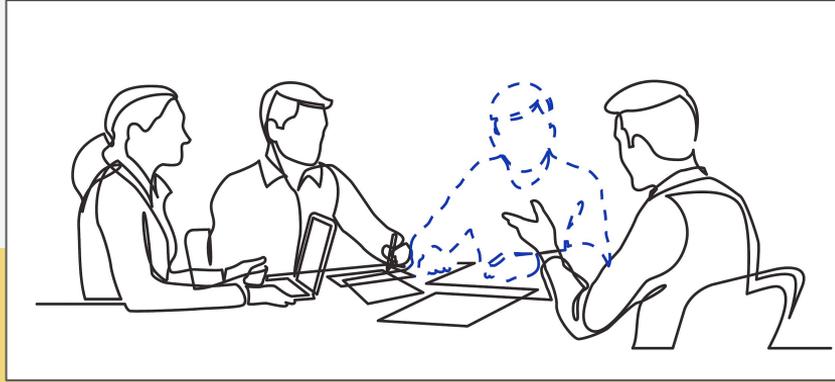
- Managers assuming leadership roles in Asia
- Businesses opening new Asian branches
- International teams with competing business cultures
- Companies executing mergers and acquisitions

### ASIAN PARTNER TRAINING

#### Objective

- To provide your Asian business partners with the tools they need to understand and function according to your business culture and standard operating procedures

## WHAT SETS US APART



We provide you with all of the cross-cultural training you need, touching on everything from where to sit in a meeting room to how to ink the deal with a foreign CEO. But that's not enough. We also give you the opportunity to participate in live simulations to experience your counterparts' cultures firsthand. There is no better way to prepare than by sitting in the hot seat and testing your knowledge and skills in simulations customized specifically for your objectives.

# OUR SOLUTIONS: WORKING PRODUCTIVELY WITH ASIANS\*

Designed to enable those who work with Asian staff or partners to align their fundamental business assumptions and to develop and practice mutually acceptable behavioral skills and communication styles for more productive relationships and business results.

*\* or the staff/partners from a specific Asian country*

## Standard Modules

- Productive Intercultural Interactions
- Values Shaping Business Practices
- Communication Style Differences
- Unraveling Language Issues
- The Primacy of Relationships
- Asian Management Styles
- Decision-Making Skill-Building
- Conflict Resolution
- Giving and Receiving Feedback
- Award-winning Presentations
- Win-Win Feedback

## Benefits

- Increased confidence, skill, and professionalism in intercultural interactions
- Reduction of costly errors and increased productivity
- Development of durable, productive, mutually satisfying business relationships

## Logistics

- Length: 1-2 days
- Location: Client's facility
- Ideal Number of Participants: 10-20

# OUR SOLUTIONS: CROSS-CULTURAL PERFORMANCE MANAGEMENT

Designed to enable participants to grasp cultural assumptions held by Asian staff\* regarding performance management, in order to motivate subordinates, manage performance, and conduct performance reviews and appraisals across cultures more effectively.

*\* or the staff from a specific Asian country*

## **Training Objectives**

- Achieve a clear grasp of cultural values and assumptions of Asians.
- Learn how Asian cultural values and assumptions impact business relationships and the performance management process.
- Acknowledge personal communication and management styles and consider alternatives.
- Practice key behaviors and skills for productively managing performance across cultures.

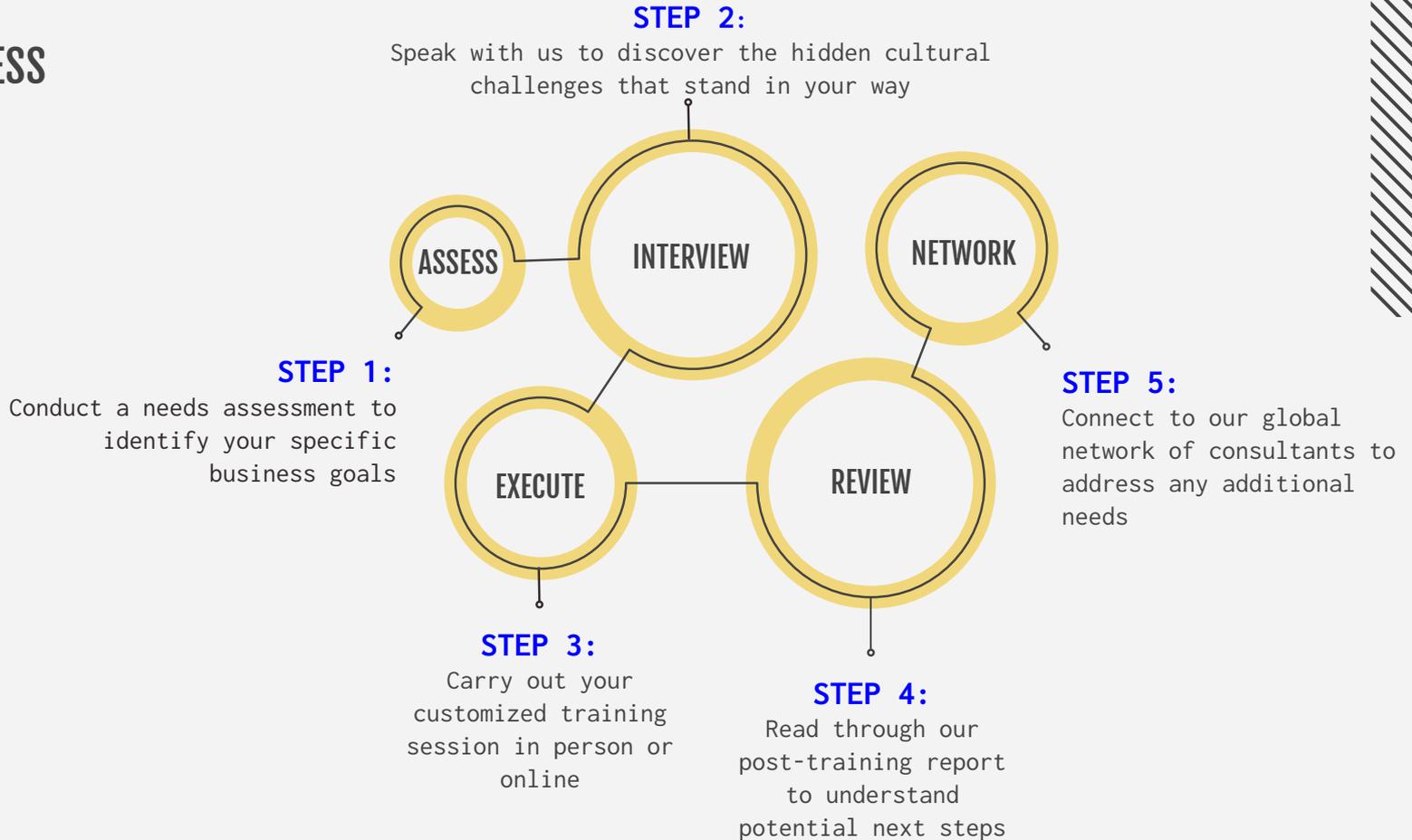
## **Benefits**

- Increased confidence to succeed as managers with Asian staff.
- Increased ability to give feedback and communicate expectations.

## **Logistics**

- Length: 1-2 days
- Location: Client's facility
- Ideal Number of Participants: 8-12

# OUR PROCESS



## TESTIMONIALS

“I managed my company's branch in Japan, and it was a struggle from day one. But everything changed after working with Bespoke. The first thing they taught me was that in Japan, when someone says ‘it's difficult,’ it doesn't mean something is possible with effort; it means ‘it cannot be done.’ Once I understood the Japanese cultural nuances, my office became a well-oiled machine.”

“I was assigned to work in the Philippines. I had a ‘strictly business’ mentality that just didn’t seem to fly. After my boss connected me with Hiroshi and Andrew, I learned that the key to success was fostering personal relationships with the staff.”

“My company was making no headway in China until I connected with BIG. They stressed that business in China requires feet on the ground, and they hooked me up with the partner I needed. With a local on my team, we were able to cut through all of the red tape without a problem.”



## UNDERSTANDING WHY

Do you know why some cultures are considered coconuts and some cultures are considered peaches? Learn the “why”s to turn cross-cultural differences into strategic advantages.

- Why Chinese people seem to take their time getting to the point
- Why Indians tend to flourish with increased supervision
- Why Japanese people take so long making simple business decisions
- Why Koreans rarely contradict the opinions of their superiors
- Why Malaysians always seem to be looking for the next good job
- Why Singaporeans forge strong relationships before starting to do business
- Why Thai people are said to have 13 different smiles
- Why Vietnamese people tend to cut business meetings short in the evening

OUR CLIENTS



**HONDA**



**SUBARU**

**3M**



**Syneos**<sup>TM</sup>  
Health

***Baxter***



**Medtronic**



防衛省・自衛隊  
MINISTRY OF DEFENSE

Japanese Defense Force



대한출판문화협회  
KOREAN PUBLISHERS ASSOCIATION



INQUIRE NOW

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# THANKS

We're looking forward to working with you.

Contact

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