



## Transatlantic Coaching

Today there's a meeting with your American colleagues. You wanted to present your views on an important matter, but the Americans are doing all the talking and dominating the proceedings. Deep down you suspect you don't understand the game rules here. You are beginning to feel irritated, discouraged, and even resentful. What can you do about this?

The results of a meeting like this are often misunderstandings and lost opportunities. *Transatlantic Coaching* shows you how to eliminate friction in your dealings with partners, resolve differences, and learn from each other as well.

## Target Group

Executives, project managers, team leaders, and team staff in transatlantic business: professionals in German-American business who want to understand the other side better and build up solid, reliable working relationships with partners.

## Focus on You as a Communicator

The focus of *Transatlantic Coaching* is on what *you* are doing when interacting with transatlantic partners — your style, your intentions, and your way of understanding. You receive feedback on your performance as a communicator, learn about cultural differences between Germans and Americans, and with the help of your coach, develop concrete alternatives to your present communication style. This means you will be better able to deal with your partners, avoid misunderstandings, and get results in keeping with your interests.

## Your Coach



William Parks has been working together with German professionals for over 20 years now, helping them to improve how they communicate. He grew up in the United States and studied Mathematics at North Texas State University. After three years in the U.S. Army, he continued at the University of Heidelberg, studying Germanistik. He has worked as a trainer and coach at numerous companies, including DaimlerChrysler, BASF, and John Deere. In 1995 he published *QuickCheck Amerikanisch* in Klett-Verlag, Stuttgart.

After over 30 years in Germany, he is bilingual in English and German, and gives public talks in both languages.

## Coaching Goals and Procedure

*Transatlantic Coaching* is a collaborative effort between clients and coach, designed and carried out to meet specific needs you have in dealing with transatlantic partners. The coaching process will help you develop and test alternatives to your present tactics in communicating, and provide you with a better understanding of the different assumptions and response patterns (“game rules”) which govern how Germans and Americans interact.

In a preliminary meeting on-site, we set down specific objectives for our work together. The volume of coaching depends on your specific needs. Coaching can be both for groups or for individuals, as outlined below.

## Venue for Group Coaching

*Transatlantic Group Coaching* is designed for company-internal groups at an off-company meeting site. Coaching activities are held in English, with the possibility of discussion in German as well. A second coach is available, should the group request a native-speaker partner for the simulations. The group size should be four to eight persons.

After the preliminary meeting, we continue the coaching process outside the company at a place where the group can work undisturbed and away from the distractions of day-to-day responsibilities.

## Venue for Individual Coaching

*Transatlantic Individual Coaching* is designed to meet your personal needs in dealing with transatlantic partners. Coaching takes place by agreement inside or outside your place of work. We agree on meeting times, duration, and frequency as needed to meet the coaching objectives. It is essential for success in our work together that you not be disturbed or distracted by day-to-day responsibilities.

## To find out more, contact:

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