

# van den Bergh Thiagi Associates GmbH

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**Services 2010**

## An increasingly interdependent and complex world requires increasingly sophisticated minds

We do **Training, Consulting, Coaching and Research** in the fields of

- Cross-cultural Competence Development
- Cross-cultural Management and Leadership
- Diversity and Inclusion
- Change and Transition Processes
- Human Performance Technology
- Multicultural Team and Trust Building

We do it differently!

### About us

#### Samuel van den Bergh

Prof. Samuel van den Bergh is the founder of the Centre for Cross-cultural Competence which is part of the School of Communication at Zurich University of Applied Sciences, Winterthur, Switzerland. He is also the founder of his own training and consulting company, van den Bergh Thiagi Associates GmbH, which specializes in cross-cultural communication, management, teambuilding and diversity management.

Samuel van den Bergh studied English and German linguistics at the Universities of Zurich and Berkeley (California), graduating with lic. phil. and MA degrees. After his studies he taught English language classes at the University of Applied Sciences, Winterthur, Switzerland, and other schools. Since the early nineties he has intensified his own ongoing education to include cross-cultural communication and competence. Since the beginning of 2000, his work has shifted towards educating business leaders as well as students from various colleges and universities in cross-cultural awareness training. He lectures modules of Cross-cultural Management in several Executive MBA programmes. He runs in-company trainings on subjects such as "Leading Across Diversity and Cultures" and "Managing Multicultural Teams". A number of well-known companies are among his customers, he is senior cross-cultural trainer for EDA (Swiss Ministry of Foreign Affairs).

Samuel van den Bergh's specialties include training, consulting, coaching and research in the various areas regarding cross-cultural competence, cross-cultural and diversity management and cross-cultural team building. His network has been highly international: Cambridge University (graduate level course), ICI (Intercultural Communication Institute, Portland, Oregon). He has co-organised the international Train the Trainer Courses ICPT (Intercultural Competence for Practitioners and Trainers) in Winterthur, Switzerland, for 5 years. He has been a speaker at numerous national and international congresses.

For more information including an updated list of publications visit his homepage at university (only in German)

[http://www.zhwin.ch/ueberuns/person\\_detailanzeige.php?kurzz\\_person=bes](http://www.zhwin.ch/ueberuns/person_detailanzeige.php?kurzz_person=bes)

Dr. Sivasailam „Thiagi“ Thiagarajan (working language English) is the Resident Mad Scientist at The Thiagi Group, an organization with the mission of helping people improve their performance effectively and enjoyably.

Thiagi's long-term clients include AT&T, Arthur Andersen, Bank of Montreal, Cadence Design Systems, Chevron, IBM, Intel, Intelsat, United Airlines, and Liberty Mutual. On a short-term basis, Thiagi has worked with more than 50 different organizations in high-tech, financial services, and management consulting areas. For these clients, Thiagi has consulted and conducted training in such areas as rightsizing, diversity, creativity, teamwork, customer satisfaction, human performance technology, and organizational learning.

Thiagi has published 40 books, 120 games and simulations, and more than 200 articles. He wrote the definitive chapters on simulations and games for the "Handbook of Human Performance Technology" of the International Society for Performance Improvement (ISPI), the "Training & Development Handbook" of the American Society for Training and Development (ASTD), and the American Management Association's "Human Resources Management and Development Handbook".

Thiagi currently writes a monthly online newsletter, Thiagi GameLetter. This newsletter, now in its fifth year, features Thiagi's training games and other creative interventions that deliver results quickly and effectively. He served as the editor of "NSPI Journal" and "Performance & Improvement" for more than 10 years. He currently edits the simulation/game section in Sage Publication's journal, "Simulation & Gaming". He is also a contributing editor of the monthly journal, "Educational Technology".

Thiagi has made hundreds of presentations and keynote speeches at professional conferences. At ISPI, Thiagi holds the „records“ for making the most presentations, conducting the most preconference workshops, and being invited to make the most Encore presentations. Thiagi is also a regular presenter at Lakewood's Training Conferences and the annual conferences of the ASTD and NASAGA (North American Simulation and Gaming Association).

Thiagi has been the president of NASAGA, ISPI, and ASET (Association for Special Education Technology). He has received 17 different awards and Presidential Citations from ISPI, including the society's highest award, Honorary Life Member. He also received an Honorary Life Member award from NASAGA as well as its highest conferral, the Ifill-Raynolds Award.

Internationally recognized as an expert in multinational collaboration and active learning in organizations, Thiagi has lived in three different countries and has consulted in 21.

## Xin Li

Xin Li grew up in Beijing, China. She studied engineering at Changchun University and finished her studies with a bachelor degree in optical instrument design and subsequently designed optical instruments for six years. In 1987 she followed her Swiss husband, an engineer with Nestlé, to Switzerland where she quickly adapted to Swiss culture, learnt German and worked as a technical translator. From 1989 to 1998 she again lived in China where she brought up their two children and supported her husband actively in setting up the Swiss nutrition company Nestlé's first coffee factories in China. Xin Li helped build good relationships between the Swiss and the Chinese cultures. She could use her excellent communication skills and her first-hand knowledge of the two cultures.

In the years 1998 to 2000, she again lived in Switzerland, this time at Blonay in the French-speaking part of the country, where she learnt French and did extensive reading and conversation in the French language. The next four years she spent in Delhi, India, where she learnt the Hindi language and Bharatanatyam classical Indian dance. She was actively involved in volunteer work at a slum school where she taught English and Taiji. She got familiar with Indian culture and could enhance her skills as a bridge builder between different cultures.

Over the last few years she has successfully participated in teaching intercultural seminars and workshops for different companies, such as MAN Turbo, BearingPoint, Lonza, Plaston, Siemens, the Swiss Ministry of Foreign Affairs (EDA) and at various universities.

Xin Li believes that life is a journey of continuous learning and would like to pass on her rich knowledge and experience to people working and living across the cultural borders, be it in business, politics or private life. Her special area of expertise is helping others in building bridges between Europe and China.

### Thiagi's Human Performance Technology

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#### Skills for Intercultural Training

By Adrian Pilbeam, assisted by Samuel van den Bergh

Wednesday, April 14, 2010  
Thursday, April 15, 2010  
Friday, April 16, 2010

A three-day workshop designed for experienced trainers from fields such as language training, communication skills training and management training, who wish to learn more about the theory and practice of intercultural training.

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#### Interactive Training Strategies

By Thiagi (Sivasailam Thiagarajan)

Monday, June 7, 2010  
Tuesday, June 8, 2010  
Wednesday, June 9, 2010

A three-day workshop for trainers, instructional designers, facilitators, performance consultants and teachers.

Five features that make Thiagi's workshops unique

1. Accelerated: Thiagi keeps you totally absorbed with a unique blend of expert presentations, reflective discussions, and creative activities
2. Functional: Thiagi uses the techniques that he teaches. Just by watching him in action, you pick up several effective strategies.
3. Authoritative: Thiagi knows what he's talking about. His workshop are based on sound theory, validated principles, and solid experience.
4. Practical: Thiagi has spent decades in organizational firing lines. He empowers you with realistic tools and techniques for immediate use in today's workplace.
5. Fun: Thiagi's contagious enthusiasm, inclusive humour, and irreverent flexibility make you enjoy every moment of the workshop.

Day 1: How to Design Training Games and Activities

Day 2: How to Design Different Types of Training Simulations

Day 3: How to Conduct Training Games, Simulations, and Activities

Download a full description from our homepage.

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#### Evidence-Based Positive Psychology Activities

By Thiagi (Sivasailam Thiagarajan),

Thursday, June 10, 2010  
Friday, June 11, 2010

A two-day workshop for trainers who want to incorporate concepts and approaches from positive psychology and for persons who want to improve their quality of personal and professional life.

In this two-day workshop, Thiagi offers an intriguing alternative to stress-reduction. You learn principles and procedures from positive psychology an how to measure and increase (and sustain) your happiness. You also learn how to help other people to be happier and improve their health and personal and professional productivity. This is not an nspirational touchy-feely seminar but a workshop that incorporates scientifiv evidence-based facts, concepts, and techniques

### Training

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#### Cross-cultural Competence Development

Cross-cultural competence of the individual/employee gives her and the organisation a competitive advantage. The steps of sensitization are: recognise, respect and reconcile differences.

*EXAMPLES OF SENSITIZATION TRAININGS:*

- leadership development training (banks, insurance companies etc.), „Working Across Diversity and Cultures“
- sensitivity training for students at ETH (Swiss Institute of Technology) and several Universities of Applied Sciences (areas of studies: Management, Engineering, Health, Journalism etc.)
- pre-departure and re-entry training for expats or exchange students
- module of an executive master programme
- building bridges between Europeans and Chinese

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#### Cross-cultural Management and Leadership

Successful transcultural organisations need leaders and employees who have poly-contextual competences. The „Be-like-me“-method doesn't work across cultures.

On the one hand we need to establish clear structures, but on the other hand we need the flexibility to learn from each other.

*TRAINING EXAMPLES:*

- leadership development
- virtual team development across borders
- module in executive MBA programme
- team building between Europeans and Chinese

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#### Diversity and Inclusion

Diversity and inclusion are only in apparent conflict. We don't need one or the other, but both! We need a sustainable management of diversity. Successful organisations value diversity and make it a constitutional and enriching dimension of inclusion.

*TRAINING EXAMPLES:*

- Diversity and inclusion trainings for highly diverse teams
- Leadership seminar „Performance Beyond Borders“

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#### Change and Transition Processes

1997: Credit Suisse buys Winterthur. 2000: Winterthur buys Nicos Life. 2006: Credit Suisse sells Winterthur to AXA. Companies buy and sell each other.

Reorganisation is followed by another reorganisation. Employees need new skills: They need a high level of flexibility as well as a high tolerance for uncertainty. Organisations which support employees in the development of these skills beat their competitors.

*TRAINING EXAMPLES:*

- team and trust building workshop for cross-border teams
- pre-merger sensitization workshop

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## Human Performance Technology (HPT)

Have you ever been bored in a meeting, a lecture, a workshop? Have you ever bored people in meetings, lectures, workshops?

Such encounters need not be a waste of time. Human performance technology techniques actively include participants. They are interactive.

*TRAINING EXAMPLE:*

- Train the trainer seminars on HPT

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## Country-specific Trainings

Cross-cultural competence is also at the basis of our country-specific workshops. It's not enough to teach you dos and don'ts. Our intensive training focuses on the differences between our culture and the target culture and helps participants to adapt to the foreign culture more rapidly.

We work together with a team of well-selected country specialists inside and outside Switzerland. Major emphasis is laid on relations between Europeans and Chinese.

*EXAMPLES:*

- Americas
- Great Britain
- Germany
- France
- China
- India
- Japan
- Malaysia
- Cuba
- etc.

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## CONSULTING OF MANAGERS AND ORGANISATIONS

Complex tasks often ask for high diversity. We need to aim at maximising the benefits of diversity, while minimising its potentially negative effects. We support organisations and managers in managing complex, interdependent and diverse tasks.

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## Coaching in Transition Processes

The speed of transition processes is constantly accelerating. If the pressure on the individual gets too high, inner resignation or a move into a different job may be the result. And it is not necessarily that the good stay and the bad leave. Very often well-liked and successful employees quit. If organisations succeed in integrating employees and in motivating them during these processes, the chances for a sustainable change are good.

*EXAMPLES:*

- Coaching during mergers and acquisitions
- transcultural teamleader development

## RESEARCH PROJECT

### Managing Multicultural Teams

Prof. Samuel van den Bergh was project manager of a project of the Swiss Innovation Promotion Agency (KTI) involving two universities and four companies. Focus of research: How can multicultural teams profit from their diversity instead of suffering from it? Development of supporting measures.

### Further Areas of Research

- Diversity and Inclusion
- Transcultural Leadership

## TOOLS

### IDI (Intercultural Development Inventory)

The IDI (Intercultural Development Inventory) is a statistically reliable, valid measure of intercultural sensitivity. Based on Milton Bennett's Developmental Model of Intercultural Sensitivity (DMIS), the IDI was constructed and tested over a period of three years and has been piloted successfully in both corporate and educational settings.

The IDI is a 50-item, paper-and-pencil instrument which measures five of the six stages of the DMIS. The instrument is easy to complete, and it can generate a graphic profile of an individual's or a group's predominant stage of development. Knowledge of an individual's or a group's predominant orientation toward cultural difference is extremely valuable for personal or organisational needs assessment, for education and training design, and for the evaluation of programme effectiveness.

#### *TWO EXAMPLES OF APPLICATION:*

1. Development Training for executives: Along with the computer-generated results, individual interviews will take place. The feedback could be a written report by the assessor or an oral feedback.

#### *RANGE OF APPLICATION:*

- Prior to an overseas assignment
- Leading a multicultural group
- International Project Management

2. The group profile of a multicultural team helps to establish the needs of the team prior to training so that training can focus on the specific problem areas of the group.

#### *RANGE OF APPLICATION:*

- Focused training
- Team and Trust Building
- Conflict Resolution Training