

ARGONAUT™

The global market's most innovative suite of cross-cultural learning tools

Better results, lower costs

Our suite of online tools will help you develop skills for international success faster, at lower cost and with greater learner motivation than ever before.

Clients, partners and co-workers will notice how you:

- act with confidence at international level
- have insight into how foreigners see you
- use cultural diversity to your organisation's advantage

Transfer to new situations

With new-found skills of awareness and adaptation, learners can easily switch in Argonaut™ to new cultures, transferring those skills to a variety of situations.

Extend the "learning moment"

With Argonaut™, learners can get answers when they need them, reflect after significant events, and choose convenient times for study.

Trainers, mentors and managers can create an extended learning process, using Argonaut™ to keep cultural issues on the agenda between check-in points.

Apply new thinking

Argonaut™ keeps cross-cultural issues concrete. It ties theory to practice and is based on research about real workplace challenges.

Learners receive concrete feedback and personalised strategies for success in practice. Learning groups can use the assessment tool to identify real sources of intercultural inefficiencies.

Build trusting relationships

Mutual trust is the essential ingredient in successful business relationships. Trust-building is done differently in different cultures.

Argonaut™ equips learners with techniques for developing trust across cultures. The simulation tool's trust indicator records the degree of trust built with each chosen strategy.

A tool for your work

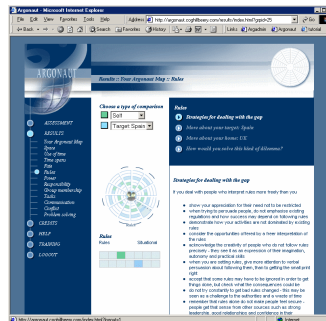
Trainers use Argonaut™ to add length, variety and value to existing training formats. It improves training design and allows face-to-face sessions to focus on skills development and problem-solving, since much information transfer and orientation happens online.

Managers use Argonaut™ to get the fullest value for money from training time. For them, Argonaut™ is also a day-to-day tool for resolving cultural problems.

Learners use Argonaut™ to achieve better personal results in their international work. It gives them choice in how to learn about other cultures.



Argonaut™ tools are used in group work and individually



Most resources are just a click away



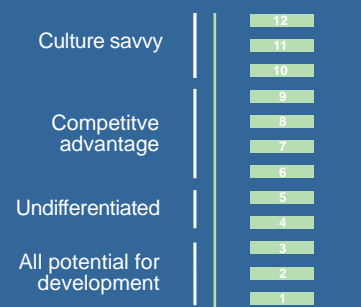
The simulation tool's trust indicator

How culture savvy is your organisation?

Tick all which apply

- We recognise the need to develop intercultural skills
- We encourage our people to learn about working styles in other cultures
- All our expats get some kind of intercultural training
- Our people understand the main cultural differences between our sites
- We include intercultural skills in our leadership training
- We share knowledge about the cultures we deal with
- Our mentors have tools to promote cultural awareness
- Our sales or front-of-house people are all trained with intercultural skills
- Our people have access to cultural learning material
- We measure and review our organisation's intercultural readiness
- We reward, develop or promote people based partly on reviews of their intercultural skills
- Our clients recognise us as more culture-savvy than the rest

Your organisation's culture-savvy chart



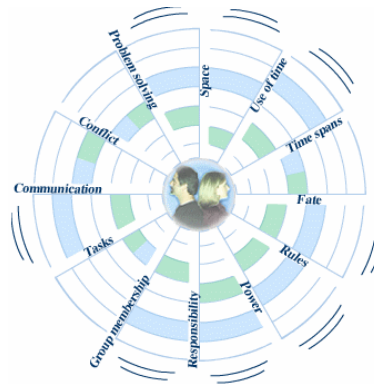
Give yourself one point for each box ticked
Total points:

The assessment tool

The Argonaut™ assessment produces an easy-to-understand graphical map of cultural differences. The learner can immediately identify the areas for greatest attention. Comparisons are possible between the learner's own perceptions of self, home culture and target culture or against a 'reality check' from Argonaut™'s database of cultures.

Learning groups and organisations can use these mapped differences to identify real sources of intercultural inefficiencies amongst Argonaut™'s twelve dimensions (see personal strategies in the column on the right).

The assessment enables a range of personalised learning material to be produced dynamically, including advice, cultural dilemmas and descriptions.



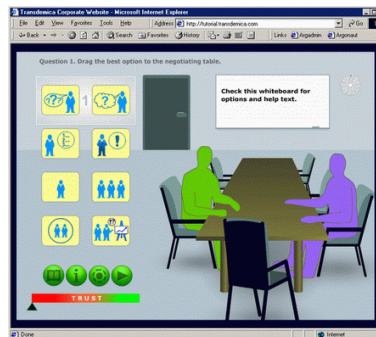
The Argonaut™ Map highlights areas for special attention

The simulation tool

For those with a hands-on learning style, we have a growing range of tutorials which simulate typical intercultural situations.

Just as in real life, success in the simulation depends on building trust in a culturally sensitive way. The first in the simulation tool range is the Intercultural Negotiator, enabling any individual or team to experiment with various negotiation techniques as they prepare strategies for real-world negotiations.

More simulation tool titles will be announced soon.



In the negotiation room

Learning resources

The assessment and simulation tools are packed with learning resources. Users can choose how to develop their knowledge, through **interaction** (joining debates, exchanging comments, offering solutions in dilemma-resolution exercises), **reading** (cultural profiles, orientation information), **rapid solutions** (personalised strategies) or **reflection** (the conceptual framework and in-depth cultural profiles).

Because Argonaut™ is not a structured course, learners or trainers are free to choose the most suitable methods for themselves. Many key screens are printable for use as training material, personal reminders or for use in coaching and feedback sessions.



Many learning resources can be accessed through the library door

Argonaut suite features

Develop personal strategies for international success in:

- Planning
- Deadlines and timing
- Teamworking
- Leadership
- Organisation
- Motivation and initiative
- Goals and results
- Problem-solving
- Privacy issues
- Taking control
- Communication style

Cultures currently featured

- Australia
- Austria
- Belgium
- Brazil
- Bulgaria
- Canada
- China
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Hungary
- India
- Indonesia
- Ireland
- Italy
- Japan
- Korea
- Malaysia
- Mexico
- New Zealand
- Nigeria
- Norway
- Pakistan
- Poland
- Portugal
- Russia
- Saudi Arabia
- Singapore
- Spain
- Switzerland

Feature list

- Self-assessment (20 minutes)
- Graphical personal profile
- Group and organisational analysis
- Trainer tools
- Cultural descriptions
- Personal strategies
- Exercises for project managers
- Knowledge sharing
- Intercultural negotiation tutorial
- Database comparisons

Licensing

- No minimum order
- Per-assessment prices (other schemes by agreement)
- Co-branding possible
- Standard access period: one year
- Renewal by agreement
- Technical support included

Requirements

- Internet access
- Flash Player (version 6)
- Notice of one to seven days for access to be arranged
- Email access to receive passwords

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