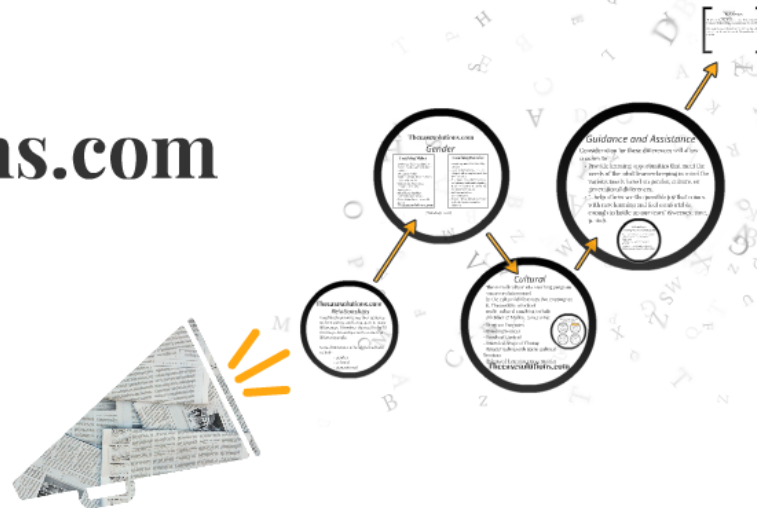


# Tiger Balm: Internationalization and Product Extension

Thecasesolutions.com



# Tiger Balm: Internationalization and Product Extension

Thecasesolutions.com



# Thecasesolutions.com

## *Relationships*

Coaching/mentoring requires patience, understanding, and being open to many differences. It involves the need to build trusting relationships with a variety of different people.

Some differences to be addressed here include:

- gender
- cultural
- generational

**Thecasesolutions.com**

## *Gender*

### **Coaching Males**

- Don't offer "help," explain how you will work together to find a solution.
- Use action words.
- Don't interrupt; listen and then address his needs.
- Address the main point; eliminate unneeded information.
- Shoulder to shoulder communication is best.
- Enjoy being alone at stressful times.

**Thecasesolutions.com**

### **Coaching Females**

- Accept any and all the help they can get.
- Address multiple issues at once (what it will accomplish and who it will impact).
- Interruptions confirm that they are listening and understanding.
- Needs ample times to sift through the information given.
- Prefers face to face communication.
- Enjoys talking through problems and verbalizing options for solutions.

(Sweeney, 2011)

# Coaching Males

- Don't offer "help," explain how you will work together to find a solution.
- Use action words.
- Don't interrupt; listen and then address his needs.
- Address the main point; eliminate unneeded information.
- Shoulder to shoulder communication is best.
- Enjoy being alone at stressful times.

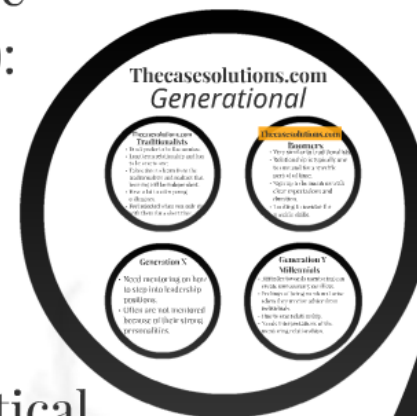
**Thecasesolutions.com**

# Cultural

The overall culture of a coaching program success is determined by the cultural differences that encompass it. The positive effects of multi-cultural coaching include (Fletcher & Mullen, 2011, p.189):

- Program Purposes
- Funding Sources
- Levels of Control
- Intended Scope of Change
- Issues Dealing with Socio-political Tensions
- Enhanced Learning Opportunities

**Thecasesolutions.com**



89):

## Thecasesolutions.com *Generational*

### Thecasesolutions.com **Traditionalists**

- Don't prefer to be the mentee.
- Long term relationship and has to be one to one.
- Takes time to learn from the traditionalists and realizes that learning will be independent.
- Have a lot to offer young colleagues.
- Feel rejected when you only stay with them for a short time.

### Thecasesolutions.com

#### **Boomers**

- Very similar to traditionalists
- Relationship is typically one to one and for a specific period of time.
- Sign up to be mentors with clear expectations and duration.
- Looking to mentor for specific skills.

#### **Generation X**

- Need mentoring on how to step into leadership positions.
- Often are not mentored because of their strong personalities.

#### **Generation Y Millennials**

- Attitudes towards mentoring can create unnecessary conflicts.
- Feelings of being mentored arise when they receive advice from individuals.
- One to one relationship.
- Needs interpretations of the mentoring relationships.

olitical

**Thecasesolutions.com**  
**Traditionalists**

- Don't prefer to be the mentee.
- Long term relationship and has to be one to one.
- Takes time to learn from the traditionalists and realizes that learning will be independent.
- Have a lot to offer young colleagues.
- Feel rejected when you only stay with them for a short time.



**Thecasesolutions.com**

## **Boomers**

- Very similar to traditionalists
- Relationship is typically one to one and for a specific period of time.
- Sign up to be mentors with clear expectations and duration.
- Looking to mentor for specific skills.