

## ONE-ON-ONE LEADERSHIP AND CULTURAL COACHING FOR AMERICAN AND ASIAN EXECUTIVES

Inter-Cultural Communications

Leadership Development

Team Development



For an executive there are few challenges as daunting as running a company in a foreign country. American executives in Asia, and Asian executives in the U.S. face unique cultural and management style issues.

The language, culture and work ethics of Americans and Asians are vastly different. The relationship between “boss” and “worker” is radically different, too. Knowing the nuances of spoken and unspoken cultural rules is the difference between effective leadership and failure.

Lighthouse Consulting Services tailors its Sino-Am Leadership service for each client with non-native executives in management roles in the U.S, China, Taiwan, and Hong Kong. The program provides individual coaching, guidance, and development to build and maintain an effective leadership style.

Our Sino-Am Leadership program is run by Roger Lu, a distinguished Chinese-American executive who personally guides executives through his awareness and development process.



**LIGHTHOUSE**  
Consulting Services, LLC

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## AN IMPARTIAL CONFIDANT FOR BUILDING LEADERSHIP AND HIGH PERFORMANCE TEAMS IN A FOREIGN COUNTRY

### ROBERT T. LU

**EXECUTIVE COACH FOR PANDA RESTAURANT GROUP.** Conducted leadership and team assessments. Motivated Panda's senior operations team to leverage their strengths to create vision, build alignment and champion execution.

**CHAIR OF VISTAGE INTERNATIONAL.** Led a CEO peer advisory group consisting of CEO's from diverse industries. Facilitated collaborative one-on-one coaching tailored to needs of each CEO.

**PRESIDENT OF SINOPAC FINANCIAL SERVICES.** Managed the U.S. securities subsidiary of the fourth largest bank holding company in Taiwan. Collaborated with chairman and board of directors to formulate and implement strategic initiatives.

**FIRST VP, BRANCH MANAGER OF MORGAN STANLEY.** Established the first Asian marketing office for Morgan Stanley with responsibilities in recruiting, developing, and coaching financial consultants.

### NAVIGATING AND EMBRACING CULTURAL DIFFERENCES

One-on-one coaching that guides foreign executives how to be successful leaders in an Asian culture or in an American culture.

### DEVELOPING CONFIDENCE, BUILDING TEAMS

Assessing personal and management strengths and what talent should be brought onto the team.

### COACHING FOR FOCUS

Develop the necessary clarity and certainty for decisive action. Maintain an ideal balance for your professional, personal and spiritual life.

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