

“ I HAVE BEEN EXTREMELY SATISFIED WITH THE QUALITY AND PROFESSIONALISM OF CANDIDA. I HIGHLY RECOMMEND HER SERVICES TO ANYONE. ”

JIRI KULIK,
Senior Vice President Regional
Director LATAM at Reckitt Benckiser



CANDIDA MARQUES

Personal Excellence in Foreign Places™



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Candida Marques is the founder and CEO of Global Arrival, LLC, a consultancy that helps senior leaders acclimate quickly to -- and lead effectively in -- foreign countries.

SHE HELPS SENIOR EXECUTIVES WHO NEED TO GET BIG THINGS DONE INTERNATIONALLY

When a senior executive is sent on a global assignment, they're trying to make big things happen. Unfortunately, many executives on global assignment experience difficulties and some may even fail, because they unknowingly enter the new culture with one of three faulty mindsets:

FAULTY MINDSET #1

"The people will change for me." Because senior executives have authority, they assume those in the new culture will alter their behavior to accommodate the executive. A culture, however, doesn't readily change. If it does, the process is painfully slow.

FAULTY MINDSET #2

"I know how to change already." This is a common problem with executives who have traveled the world. Since they've been to other cultures, they assume they know more than they actually do about culture. They end up misapplying strategies that worked in one culture, and are confused when things don't work out in a new one.

FAULTY MINDSET #3

"I will change completely." Although a reasonable approach to trying to fit-in a new environment, this mindset and its accompanying behavior causes people to see the leader as inauthentic and untrustworthy.

Each mindset obviously creates its own difficulties. What's worse: In an effort to deal with the new culture, the leader inadvertently gets in their own way by numbing the very strengths that originally made them a valuable leader.

What Candida does is to help leaders find their Global Leadership Persona™ or GLP. Your GLP helps you use your native intelligence in foreign places, so you can bring the best of who you are to the new situation, while fitting into the culture.

Candida has consulted with executives and their family members from 39 countries. Her clients include leaders in BASF, Bristol Myers Squibb, Coca-Cola, Covance, Factiva/Dow Jones, WES, and Reckitt Benckiser.

HOW CANDIDA WORKS

- Candida consults with senior executives on how to work productively in countries and cultures to which they are foreign.
- She works with the foreign team that the leader must manage and lead. Leaders are not sent abroad to work in isolation. Just as the leader needs to adjust to their new surroundings, so do their team members need to adjust to the leader.
- She also works with leaders' families. She assists them as they go through cultural transition. Why? Leaders don't have compartmentalized lives. If their families can't adjust, then the leader will not succeed. Such a situation can lose the organization millions of dollars.

WHO CANDIDA WORKS WITH:

- Leaders who want to focus on taking their native intelligence and melding it with the new ways they need to think and act in a specific culture.
- Leaders who know that in order to be effective they must develop a global persona that makes them effective in foreign cultures while being true to themselves.
- Leaders who realize that global effectiveness means they can't be the same in all cultural settings. They understand that their survival as a global leader depends on them being able to adapt to their environment quickly, effectively and confidently.



GLOBAL ARRIVAL
A GLOBAL LEADERSHIP CONSULTANCY

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