Organizations today are operating in an increasingly complex, multicultural and global context. Cultural differences are often a source of misunderstanding, frustration and even derailment (particularly in cross-border mergers and acquisitions). However, when leveraged, cultural diversity opens new choices. It becomes a source of creativity and opportunity to go beyond current limitations to achieve sustainable and meaningful success.

The COF assessment facilitates the understanding of salient cultural characteristics for individuals, teams and organizations.

User friendly, straightforward, highly flexible and customizable, reasonably priced, the COF assessment is an ideal tool for individual coaching, leadership development, intercultural training, team coaching and organizational cultural audits.

Based on Philippe Rosinski’s groundbreaking book Coaching Across Cultures, chosen by the Harvard Business School as its featured book recommendation in the category of business leadership, the COF assessment goes hand in hand with an inclusive and dynamic vision of culture, beyond the traditional binary and static approaches, which often tend to reinforce stereotypes.

The COF assessment goes further than the sole national focus and allows users to examine the other cultural influencers that make up our identities (gender, ethnicity, profession, generation, etc.). It lets users view group cultural profiles in multiple, customizable ways (e.g., team, organization as well as profiles per categories/fields predefined by users, such as division, nationality, management level, merging entities, etc.).
Key Features

- 7 cultural categories of crucial importance to managers and coaches:
  - sense of power and responsibility
  - time management approaches
  - definitions of identity and purpose
  - organizational arrangements
  - notions of territory and boundaries
  - communication patterns
  - modes of thinking
- 17 standard cultural dimensions
- Up to 10 supplemental cultural dimensions, defined by user to meet specific circumstances
- Assessment of cultural orientations as well as abilities
- Easy administration to set up and follow up COF projects
- Real time viewing of individual COF profiles and automatic generation of individual COF reports in easy to print PDF format
- Real time viewing of COF aggregate results and automatic generation of group profiles/slideshows for reports and presentations
- Multiple possibilities for aggregating data with an option of defining up to 10 criteria, in addition to the standard ones (gender, country and age)
- Multilingual versions available (English, French, Spanish, Italian, German, Russian, with more languages coming)

The COF assessment is validated by the independent research at the University of Surrey and recommended by Oxford Brookes University. For more details about validity-usefulness, see Global Coaching, Chapter 7.

Certification seminars on how to use and administer the COF assessment with teams and organizations are offered internationally. See www.philrosinski.com for more information about the 3-day international Leading & Coaching Across Cultures seminar/COF assessment certification. Alternatively, individual supervision can be arranged.

Conditions for using the COF assessment. See/download brochure from www.COFassessment.com

The COF assessment has had a profound impact on my coaching practice, especially the team coaching aspect. It has become a fundamental part of my coaching process especially when working with newly formed interdepartmental or company teams and when working with international clients. As a tool, it propels the speed with which teams and individuals increase self awareness to their own behaviours and thinking patterns. It encourages the participants to identify, understand and assess their own culture in the workplace and begin to leverage cultural business diversity. As such it acts as an enabler for them to become open to new ways of thinking and identify more effective behaviours for them to reach their business goals. It certainly has been well received as part of my initial session.

The process itself is fairly easy to master and thus administer and with the addition of the offline aggregate reporting, it’s easier to be fully self sufficient, although technical support was readily at hand if required. I thoroughly would recommend the usage of the COF assessment to any executive, international and team coach. I have had the pleasure to use it successfully with a range of leadership teams throughout Europe from Moscow through to the UK.

Adrian Green, Managing Partner, PressurePoint GB