



Sundae Schneider-Bean, MA

Sundae is an executive coach, experienced trainer and intercultural specialist. She is the founder of Sundae Schneider-Bean LLC and Trailblazing Spouse®.

Languages: English (native language), German (fluent), French (lower-intermediate), Spanish (lower-intermediate)

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Sundae Schneider-Bean is a corporate intercultural specialist and executive coach. Drawing on her professional training, life experience and business background, she challenges her clients to reflect on their daily practices and develop intercultural competencies and communication skills. Sundae's publications shed light on the oftentimes unexpected and deep impact culture can have on interpersonal and business interactions.

Sample of Sundae's recent experience:

- Executive leadership coaching for Country Directors in West and East Africa for an international non-profit organization. Designed, developed and delivered leadership training for management team in Burkina Faso.
- Group coaching for accompanying partners from multiple institutions based in West Africa on sustainable strategies to improve personal adjustment and make the best out of their time abroad via the Trailblazing Spouse® program.
- Led year-long change management program for an international group of production leaders in leading international medical device company.
- Training and intercultural coaching for all inbound hires at top auditing firm which breaks away from classical country-specific orientation to instead address a more holistic approach to intercultural competence development.
- Intercultural competence development coaching with top organizational leaders, including the CEO, for the second largest company in Switzerland.
- Consultant to Swiss Post Group's organizational development department on its re-launch of diversity management.

Training and Coaching Areas of Expertise:

Individual intercultural competence development training and coaching for executives, team leaders and employees in environments where high-performance is demanded. Design and delivery of intercultural development workshops combined with coaching to enhance transfer and sustainability of acquired knowledge and skills in the workplace. Coaching to enhance awareness of complexity and impact of culture at work, enhance performance, improve the quality of relationships and raise satisfaction.



Training and Coaching Philosophy:

Sundae is a strong believer that success can be achieved by what she calls “harnessing the power of one.” In both training and coaching, Sundae is committed to help individuals engage in high self-reflection on their own preferences, cultural tendencies and ways of thinking as well as assisting them to identify their resources to achieve their goals and make change in their lives. An essential element in this concept of harnessing the power of one is that the individual also has the potential to make large-scale change. She has adopted a quote from Margaret Mead as her motto towards organizational change: *Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.*

Certifications:

Sundae is a licensed practitioner for the Intercultural Readiness Check (IRC). She has been certified in the use of the COI® (Cultural Orientations Indicator) and the COM® (Cultural Orientations Model), as well as in delivering the Executive Assessment & Global Leadership Program. She has completed training on *Cultural Orientations at Work* from the Training Management Corporation and *Training for International Transition, Methods of Intercultural Training, and Effective Intercultural Teamwork* from the Summer Institute for Intercultural Communication. She has also adapted the method *Kollegiale Fallberatung* (a form of peer consulting, also referred to as a leadership circle) to help leaders address intercultural challenges at work. Sundae is an Associate Certified Coach (ACC) with the International Coaching Federation.

Education:

She holds an MA in Communication, with a specialization in intercultural communication from the Hugh Downs School of Human Communication, Arizona State University. She has completed a fellowship program with the Swiss Postgraduate Program in Social Anthropology. She further developed her coaching skills through an accredited coach training program based on a solution-oriented brief-coaching approach (*Lösungsorientiertes Kurzzeit-Coaching*) as well as Martha Beck Life Coach Training. Sundae holds a Bachelor of Arts degree in Speech Communications from the University of Minnesota, Twin Cities and completed her minor in Spanish at the *Fundación José Ortega y Gasset* in Toledo, Spain.

Publications:

Bean, S. (2010). (Re)constructions of self & others: Peeling back layers of identity, context and power in intercultural tourism interactions. In M.B. Hinner (Ed.). *The interface of business and culture*, Frankfurt am Main: Peter Lang.

Schneider-Bean, S. (2008). *Beyond tips and sunscreen: Exploring tourist-host encounters through communication, culture and identity*. Saarbrücken: VDM Verlag.

Bean, S., & Martin, J. (2007). Touring culture(s): Intercultural communication principles and international tourism. In M.B. Hinner (Ed.), *The influence of culture in the world of business*. Frankfurt am Main: Peter Lang.

Sundae has been a guest-contributor online for many organizations including Internations, ExpatWoman.com, and UYD. She regularly shares insight on how to manage the toughest aspects of global life at <http://sundaebean.com/blog/>.