About Us

Who We Are
Directions Consulting, formed in 2007, is a business management consulting firm that is dedicated to helping companies address the real issues. Directions has accumulated a wealth of consulting experience and has become one of the most trusted partners for many companies in Asia-Pacific.

What We Do
Directions consulting is committed to providing innovative and effective solutions to our customers’ real problems, through customized workshops, assessments and/or coaching sessions to help you achieve outstanding results.

Our Goal
Deliver Practical Solutions to Solve Real Problems for Our Clients!

4 Steps To Deliver Our Service

Step 1
Assess & Understand
According to customer’s needs, we will provide evaluations or assessments, to help customer understand themselves, and the current situation on what are the various fields that need to be changed or addressed, and assess the behavioral styles of individuals and teams, so that they can initially identify problems.

Step 2
Design & Develop
Then based on the assessment above and years of experience, our senior consultants will customize a set of targeted solutions, which may include evaluation report / data analysis / training courses / workshops / coach / team building / etc.

Step 3
Deliver & Implement
Our consultants will accompany you throughout the whole process of solution implementing, which is addressed in a variety of ways, such as face-to-face / virtual training / workshop / simulation (including online & offline tests), to ensure the delivery result.

Step 4
Review & Reflect
Finally, we assist you in reviewing and reflecting on the results or changes that has been effected thus far, and work with you to seek how else we can get better results through your people in the future.
C. J. Ng
- The chief consultant in Directions Consulting
- The Master Trainer for Leadership IQ in Asia
- Bellin Team Role Facilitator and certified COA cross-culture consultant
- The 1st and ONLY Asian sales, innovation and leadership expert to have been invited to speak at the American Society for Training & Development (ASTD) International Convention

C. J. is a bilingual facilitator and consultant in English and Mandarin, and has conducted Mandarin training, coaching and consulting projects for audiences in Singapore, Malaysia, Hong Kong and The People’s Republic of China. His diverse experience in different functional roles, from sales and marketing to human resources, to senior management, as well as in different corporate cultures allows him to provide otherwise hidden insights to his clients. He has helped international companies achieve quantum improvements in performance in China and beyond.

Dr. Philip Merry
- For many years Dr. Philip Merry has been working with multi-cultural global organisations in 59 countries and on 5 continents helping empower Leaders and Teams to transform business and personal results.
- Philip is a thought leader and sought after global expert in Synchronicity, Whole-Hearted Global Leaders and Teams, and Cultural Understanding, offering Synchronicity, Heart and Intuition workshops based in the principle that the role of the leader and the team is to embrace whole-heartedness and set a stage where ‘Synchronistic Miracles’ can occur and where people can be the best they can be.

Judith Chen
- Executive & Leadership Coach, Learning & Growth Coach
- Master, ICF ACC, Member of International Coach Federation
- Judith is a senior consultant of Leadership and Organizational Development Subject Matter Expert who has been working in large Western multinational corporations for more than 20 years.
- Judith has experience of working with corporate leaders from various business functions, such as Sales, Marketing, Corporate Affairs, Sourcing, R&D, Logistics, Retail, Procurement, Finance and HR, at levels spanning from middle managers to top executives.
- Master degree of Political Science & Law from East China University.
- Diploma of Human Resources Management from Central Sydney College of Business and Finance Australia.
- Certified MBTI practitioner by Australian Psychologists Press.
- Certified ACC from ICF (International Coach Federation)
- Certified by Executive Coach Certification Program (ECCP) by Coaching Australia.
- About 15 years experience for both internal and external clients; key clients including Honeywell, IKEA, Logitech, Pfizer, ZENECA, APPLE, Buckman, Volvo, HSBC, Michelin, etc.

Judith Chen
- David graduated from Tsinghua University in 1989 with a Bachelor Degree in Engineering. He received his MBA from UIBE in 2000.
- David is a member of ASTD (US) and an IPMA (UK)-accredited trainer. He is a certified DISC trainer and received a Fundamental Certificate from the Co-Active Coaching Program ( accredited by ICF) in 2011. He is a leading facilitator for Citrix, Dell and HP in APAC for Mandarin and English deliveries. He is a certified DISC and Facet5 trainer and has a Fundamental Certificate from Co-Active Coaching Program accredited by ICF.
- David is a management trainer and consultant with more than 27 years of sales and management as well as training and consulting experience in multinational companies in the US and China. David has been engaging in management consulting since 2004 after he left Cisco.

Bill Chan
- Bill is a graduate of the American Graduate School of International Management at Thunderbird University Arizona and has a Masters in International Management specializing in the North Asia Region.
- Bill has been involved in corporate training in leadership, management, and coaching skill for over 23 years. He has been conducting coaching training for over 15 years in Greater China. Companies that Bill conducted coaching training were Mercedes Benz, ITT, Osram, Jedsen, Black & Decker, Franke, Lite-on, John Deere, La Coste, Panasonic, L’Oreal and Sanec with great results.
- Bill is certified trainer for Leadership Challenge, Coaching, DISC Management Strategies. In addition, he is also a certified internal trainer of coaching for L’Oreal and RS Components. Bill currently heads up the Transtech training team conducting training in English, Mandarin and Cantonese.

Frank Liu
- Frank is an expert in project management for new product, supply chain improving and engineering; supply chain structure design and building; supply chain management; supplier development; sales forecasting; demand forecasting; supply planning; inventory planning; sales inventory operation; lean 6 sigma; strategy of supply chain; capacity management; organizational structure improve-ment; logistic flow design; KanBan; visual management and onsite improvement of enterprise management.
- Frank has over 28 years management experience in worldwide company. And he has working experience in Korean and United State of America. Frank LiU got EMBA in NanJing University.

Florian Rustler
- Florian Rustler is a consultant, author and keynote speaker
- Florian works with clients on the topics of innovation culture, innovation management and the transformation towards a more agile structural organization. Furthermore he leads innovation projects to develop new products, services and business models. He speaks German, English and Mandarin Chinese.
- Master of Arts in Political Science, Chinese and Organizational Psychology in Munich, Germany.
- Chinese Studies in Taipei, Taiwan.
- Master of Science in Creativity and Change Leadership and training as a facilitator at the International Center for Creativity in Buffalo, USA.
- One year program: User centered innovation (Design Thinking) and entrepreneurship at the University of Applied Sciences in Munich (Strascheg Center for Entrepreneurship)

Jürgen Baumgärtner
- Jürgen Baumgärtner is from Germany and has lived in China for the last 25 years. He holds a BA degree in Business Administration and received a Master Degree from CEIBS in Shanghai.
- Jürgen has worked in Senior Management Positions for different companies around China. In his spare time, Jürgen has studied NLP (Neuro Linguistic Programming) and has designed a Personal Development Program call ‘Life Mastery’.
- During the last few years he has focused on coaching and team coaching where he has earned a degree as ACC (Associate Certified Coach) at IIECL.

David Davila
- David is an entrepreneur and corporate facilitator based in Shanghai, China and focused on the APAC region. Possessing the ability to speak fluent English, Spanish and Mandarin.
- With a business background in sales, commercial real estate and learning & development, David A. Davila has been facilitating group learning professionally since 2007. He now works with management groups in a variety of industries. Clients include Bayer, Johnson & Johnson, Danone, HP, Roche, Marriott Group and others.
- David earned a B.A. in Chinese Cultural Studies from the University of Houston and a secondary degree in Global Business with a focus on Asian Leadership from the Bauer College of Business.
- He is also the only Blue Ocean Strategy practitioner in China certified by the regional authority.
Perhaps one of the most significant differences between a manager and a leader is: a manager is a job-title, whereas a leader is someone who inspires others to follow him or her, without using formal authority. Not all good leaders are managers, but all good managers are leaders.

Now why should your team and colleagues want to be led by you?

Sales is the lifeblood of a company, a matter of "life and death", survival or extinction. Indeed, something that needs to be studied, applied and re-modified consistently.

Yet today, many sales teams still don’t have a coherent sales approach as to how they can generate more sales and achieve better margins.

So what are you going to do about it?

Cross Culture
Research recently conducted by McKinsey's indicates companies with multicultural management teams significantly outperform less diverse, mono-cultural ones, if they can effectively manage cultural differences.

Question is: can you?

Innovation Management
- Creating a common language regarding innovation
- Why innovation is relevant for the success of an organization
- Layers of innovation: process, product, business model
- Types of innovation: from incremental to radical. Consequences and requirements of different types of innovation.
- What makes innovation projects different from other projects in the daily business

Experiential Learning
"Tell me and I forget, teach me and I may remember, involve me and I learn.", so says Xun Zi more than 2,000 years ago in Ancient China. If "normal" workshops are too boring, or if you have forgotten half of what was shared by the end of the training, perhaps you can consider learning by doing or playing.

Would you like to join us for an activity?
Course

**Experiential Learning**
- Building a Team Culture that Achieves Breakthrough Results
- Transforming Technical Professionals into Highly Effective Leaders
- Handling Difficult Conversations
- Excellence of Execution and Delegation
- Change Management
- Coaching Skills for Managers
- Hiring for Attitude
- Emotional Dexterity for Highly Effective Managers

**Sales Force Effectiveness**
- Psyche-Selling: How to Get into the Customer's Mind and Make the Sale
- Key Account Selling
- Sun Tzu and the Art of Sales Negotiations
- Mastering Sales for Technical People
- Channel Selling
- The Art of Sales Leadership
- The Psychological Secrets of Great Customer Service
- How to Sell to Customers When They Don't Really Have Obvious Needs?

**Executive Coaching**
- Coaching for Senior Executives
- Coaching for Managers

**Cross Culture**
- Leading Across Cultures
- Communicating and Influencing Across Cultures
- Doing Business Effectively in China
- Risks in Global Marketing Across Cultures

*Note:*
1. All programmes can be conducted in both Chinese and English, depending on your requirements;
2. Outlines are available, but details (including time, content, etc.) can be adapted to your needs;
3. Contact us for more information.
Assessment Tools

Belbin Team Roles

The Belbin Team Profiling system is "the" proven global team role system. Used by organisations worldwide for over 30 years it is built on the assumption that the "truth" about team style is most accurate when your view is combined with observer feedback. In depth reports provide practical understanding of how different "styles" can combine effectively to enable teams to function at their best.

OD-Tools® is the home of exclusive assessment and advisory tools for professionals in the fields of OD, HR, training, psychometrics and consulting.

The unique tools include OD-Map® employee survey, Trait-Map®, OD-Tools® MQ, and the "Solution Focused 360 Feedback Technology".

Lumina

Lumina Learning creates innovative psychometrics and possesses a global network of practitioners who specialize in organisational change and long-term improvement, based on the latest Big Five research paradigm, and can also be viewed through the popular Jungian lens. By taking a humanistic approach and viewing people as "human beings" rather than "human doings" Lumina Learning practitioners can help organisations transform their performance by transforming their people.

Cultural Orientations Indicator (COI)

The COI or Cultural Navigator assessment is a tool whereby participants will find out about their personal cultural preferences, and how these will impact your communication and work with people of different cultural preferences. Culture can be defined as national cultures (cultures of different countries), regional cultures, generational cultures, corporate cultures, profession (job types) cultures, team cultures etc., the COI/Cultural Navigator allows you to have that deep understanding of yourself, as well as the people around you. This will then be helpful in enabling you to switch styles or have a cultural dialogue that will help you achieve better performance in a cross-cultural work situation.

We also use other assessment tools in training, like: 360, Global Mindset Inventory, DISC, MBTI, Harrison, Lominger etc.
Client Cases

Improving Cross Culture Communication and Teamwork

Background Information

- Client was a merger between a European and an American company, and is based in China;
- Employees drive from multiple countries, such as China, North America, as well as various European countries;
- Conflicts and misunderstandings arise due to the lack of cross culture awareness, as employees work across different cultures with different regions on a daily basis;
- As a result, this client would like to seek ways on how to get as many employees up to speed about working across cultures effectively

Work Done for Them

- 2 programmes were created for the client, one to get employees of different cultures get to be aware of their own cultural preferences as well as to understand others. Another programme was created to help foreigners adapt to business and social realities when working in China;
- The Cultural Orientations Indicator (COI) assessment was used to let participants understand themselves and others, as well as to construct the cultural make-up of the different teams, groups and general population of the client;
- Ongoing support was given to the client so that the participants could spread their knowledge with other colleagues who have yet, or could not attend our workshops
- Periodical meetings are conducted with the client's management to review actions taken and results achieved

Transforming a Material-based selling to a Solution-driven sales strategy

Background Information

- Client is in the medical devices and materials industry;
- For the past 20+ years, the focus had been very much in supplying medical materials through distributors;
- Competitors are now providing better quality at lower prices;
- Their high-end new products are also perceived as less user-friendly than those of the competition;
- The industry is also gradually shifting to packaging materials with hard-ware equipment to provide customized solutions to customers;
- As a result, this client would also need to make the transition to a solution-driven strategy

Work Done for Them

- We conducted a Belbin Job Role assessment on what are the job role requirements that are more suitable for the new sales strategy;
- Belbin Team Role assessments are generated to analyse how best the sales and marketing department could respond as steam to new challenges;
- A workshop is conducted to address gaps, and map out future action plans
- Periodical meetings are conducted with the client’s senior management to review actions taken and results achieved

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Directions Consulting
Getting Results Through People · 12
How to understand Directions and its services more and better before the formal cooperation?
Well, we will regularly organize some public events in the Yangtze River Delta, like **Power Breakfast**, **Salon** / **Workshop** / **Round table** / **Workshop** / **Tea Party** etc...

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| Power Breakfast| 08:30-10:30| Enjoy new topics & discussions together with the delicious five-star breakfast | Excellence of Execution and Delegation  
How to Become the Employees that Bosses Love to Work With (without sucking up to them)?  
How to Set Challenging Goals and Achieve Them On Time  
Influence without Policy  
Transforming Technical Professionals into Highly Effective Leaders |
| Salon/Workshop| 14:00-17:00| Practical experiences sharing & learning | Story telling using improvisation techniques  
Strategic Marketing for Industrial Products and Solutions  
Building a Team Culture that Achieves Breakthrough Results  
Leading Across Cultures  
Mastering Sales for Technical People |
| Round Table   | 19:00-21:00| Important management issues & Latest industry information exchange platform for high-level managers | Dancing With VUCO!  
How to face the challenges in the era of VUCO?  
Can HRs play greater roles in enterprise?  
And How? |

During these events, you will have the opportunity to communicate with professional consultants and peers with common interests, and experience the superior services & products from Directions Consulting.

What's more, we also have some online programs, like live show and e-learning videos. Follow us on WeChat, get more updated information!