

CROSS-REGION CHANGE & CULTURE ALIGNMENT

How do you ensure that what works at HQ actually works across markets?

SOUND FAMILIAR?



01 CHANGE NOT TAKING HOLD?

Have you communicated a change, only to find teams still working the old way?



02 VALUES NOT TRANSLATING?

Are your corporate values reflected consistently in management behaviours across markets?



03 TEAMS NOT ALIGNED?

Are different expectations and working styles getting in the way of cross-region collaboration?



WHEN ALIGNMENT BREAKS DOWN

INCONSISTENT EXECUTION

The same strategy, different practices.

REPEATED MISUNDERSTANDINGS

Different expectations create friction across teams.

SLOWER EXECUTION

More effort is needed to achieve shared goals.

Shared standards. Local relevance.

THE PROTHINK APPROACH

FROM GLOBAL INTENT TO LOCAL IMPACT

We help organisations distinguish what must stay consistent from what needs to adapt — then translate both into practical workplace behaviours.

HOW WE HELP



LEADING ACROSS CULTURES

Build cross-cultural insight into communication, leadership expectations, decision-making and collaboration to lead diverse teams and align management practices.



ADAPTING PRACTICES TO LOCAL MARKETS

Translate global strategies and standards into locally relevant practices, building capabilities in sales excellence, customer experience and frontline leadership.



TURNING CHANGE INTO ACTION

Use tailored learning, realistic scenarios and practical exercises to strengthen change communication, manage resistance and coach teams towards everyday behaviour change.

SUCCESS CASES



SALES EXCELLENCE ACROSS MARKETS

Helped overseas sales teams apply shared product knowledge, sales processes and selling standards.



GLOBAL STANDARDS, LOCAL RELEVANCE

Adapted a global self-service model into personalised sales practices for rollout across 40+ stores in China.



CROSS-REGIONAL TEAM CONNECTIONS

Helped teams from Shenzhen and Hong Kong strengthen cross-cultural connections and cross-functional collaboration through shared, hands-on building challenges.