

A Foundation for Understanding Korean Business

My passion is sharing Korean business culture and, in particular, strategies to succeed within the Culture.

Don Southerton, Bridging Culture Worldwide

Since 2003, Bridging Culture Worldwide programs and mentoring has been offered to thousands across America and internationally. Our flagship Korea 101SM program as well as well as sister Korea 201SM workshops have served as the core for this Korean business culture mentoring.

A proven strength of the training and coaching is that it builds upon current experiences of the teams, while providing new understandings that lead to solutions.

Ideally the programs are held over 4 to 6 weeks—each class an 1½-hour session, plus mentoring. That said, we have a number of options including half and full day immersion programs.

Presented both on-site and through web-based programs, it has benefitted teams, not only in America, but also in Canada, UK, Belgium, Germany, Russia, AU, India, South Korea, and the Middle East. Customized versions have been professionally recorded and distributed worldwide to organizations and incorporated in their in-house programs.

Korea 101 and 201SM programs are also an integral part of on-boarding and mentoring for key executives and management.

The key to the success of our Korea 101 and 201SM programs has been the strong endorsement of our partner firms' CEOs, senior American and Korean management, and across their teams.

As organizations they realize that their teams need support. Expecting employees to "get it" without training and coaching rarely works. We are proud to work with our partners and their teams.

Don is the guru, the guy CEOs want to have their voice heard with...
Seoul eFM Koreascope

Don is truly "The Hyundai Whisperer" a trusted mentor to many in our industry.

Your training and follow up insights have saved my career (and a few others) as we could not have survived the culture clash.
NSW, AU

Pricing 2017 (Domestic US)

On-site		
Single Day Program	Class and Mentoring	\$2,495
4 Session Program	Classes and Mentoring	\$7,950
6 Session Program	Classes and Mentoring	\$11,995
Virtual		
Single Day Program	Class and Mentoring	\$1,495
4 Session Program	Classes and Mentoring	\$3,995
6 Session Program	Classes and Mentoring	\$5,995

International Pricing upon request