

WHY GUGIN?

Why should you choose us? Why will you get more from us than from others?

1. In a rapidly changing world, existing solutions often become obsolete very quickly. We constantly update and innovate to make sure we have the right expertise for you. We know how to get the most out of knowledge sharing and networking. The way we do that is through our own research and knowledge encapsulation obtained from our consulting projects.
2. We are independent. We have no hidden agendas e.g. we are not trying to sell you a software package or other unrelated professional services at the end of our engagement.
3. We have a strong foundation in cross-cultural management and we work together with some of the global leaders in this field Fons Trompenaars. One of the keys to have success internationally is the ability to deal with cultural diversity.
4. You will always get the best people. Gugin is an extremely high-networked organisation globally, so we will always have the top-level consultants with the ideal skills for a specific assignment.
5. Our course instructors are seasoned professionals who have many years of both theoretical and practical experience. Through our international associates in existent and potential markets, we bring an unique, cultural-sensitive approach for consultancy. This is our competitive advantage against generalist consulting companies.
6. We measure client satisfaction after every single engagement to learn what can be improved together with you. We give you long term know-how and an excellent price-performance ratio.
7. We have to believe in that we can help you to achieve your goals. If we don't have the feeling that we can bring you a

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success, we might ultimately say “no thank you” to an assignment. This is your guarantee that we are always 100% committed to you as a client. This also means that we never do “no-cure-no-pay” deals. You have to believe in us as we believe in YOU.