

CAPABILITIES BRIEF | 2026

Clarity for Organizations That Mean Business

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WHO WE ARE

MingBai Consulting is an organizational performance advisory founded by **Dr. Patrick Behar-Courtois**, drawing on 25+ years of international experience across 20+ countries. We partner with senior leaders and HR executives to diagnose organizational friction, build aligned teams, and accelerate performance where it matters most. Our work sits at the intersection of people strategy and business outcomes, delivered with cross-cultural fluency across Western and Asian contexts.

WHAT WE DO

<p>01 Assessments</p> <p>Data-driven talent diagnostics powered by ProfilAS, our proprietary platform mapping 138 behavioral and performance markers across individuals and teams.</p> <p>ProfilAS Platform Talent Mapping Team Diagnostics</p>	<p>02 Organizational Development</p> <p>Structural and cultural interventions that align people systems with strategic intent. From competency architecture to succession planning.</p> <p>Culture Alignment Competency Frameworks Succession</p>
<p>03 Change Management</p> <p>Structured transformation support using our ColQ-Change framework. We embed change capability into the organization, not just the project.</p> <p>ColQ-Change Transformation Adoption</p>	<p>04 Performance Coaching</p> <p>Evidence-based executive and leadership coaching grounded in real performance data. Confidential, structured, and tied to measurable outcomes.</p> <p>Executive Coaching Leadership Career Transition</p>

WHY MINGBAI

Practitioner-Led, Not Delegated

Senior advisory from day one. The consultant who diagnoses is the one who delivers. No hand-offs to junior analysts.

Cross-Cultural by Design

Native fluency across Western and Asian business contexts. Tools and delivery in French, English, and Chinese.

Assessment-Anchored

Every engagement begins with data. ProfilAS provides the diagnostic backbone that keeps interventions honest and measurable.

H O W W E W O R K

Every engagement follows a structured path from diagnosis to sustainable impact.

1. Diagnose

Deep-dive discovery combining ProfilAS assessments, stakeholder interviews, and organizational scan.

2. Design

Co-create a tailored intervention architecture with clear objectives, timelines, and success metrics.

3. Deliver & Embed

Execute the intervention and transfer capability to internal teams for lasting impact.

S E L E C T E D E N G A G E M E N T S

International Hospitality Group | Asia-Pacific

CHALLENGE: Leadership team misalignment across 3 national cultures following post-merger integration. High executive turnover in first 18 months.

APPROACH: ProfilAS team diagnostic across 24 senior leaders, followed by targeted executive coaching and a cross-cultural leadership alignment program.

OUTCOME: Executive retention stabilized. Leadership alignment scores improved significantly within 12 months. Integration timeline shortened.

Industrial Manufacturer | Greater China

CHALLENGE: Organizational restructuring stalled due to change resistance and unclear competency expectations across newly created business units.

APPROACH: CoIQ-Change readiness assessment, competency framework design for 6 business units, and embedded change champion program.

OUTCOME: Restructuring completed on revised timeline. Competency frameworks adopted across all units. Change capability transferred to internal HR team.

O U R D I A G N O S T I C E N G I N E

138

Behavioral & performance markers assessed

4

Languages supported (EN, FR, ES, ZH)

10+

Countries where ProfilAS has been deployed

3

Assessment levels: Individual, Team, Org

Ready to start a conversation?

Book a call: calendly.com/patrick-ming-bai | contact@ming-bai.com | ming-bai.com

Published 2025 (Koehler Books): *Maximizing Organizational Performance: A Guide to Effective Performance Coaching* by Patrick Behar-Courtois, PhD. Available at patrickbehar.com.