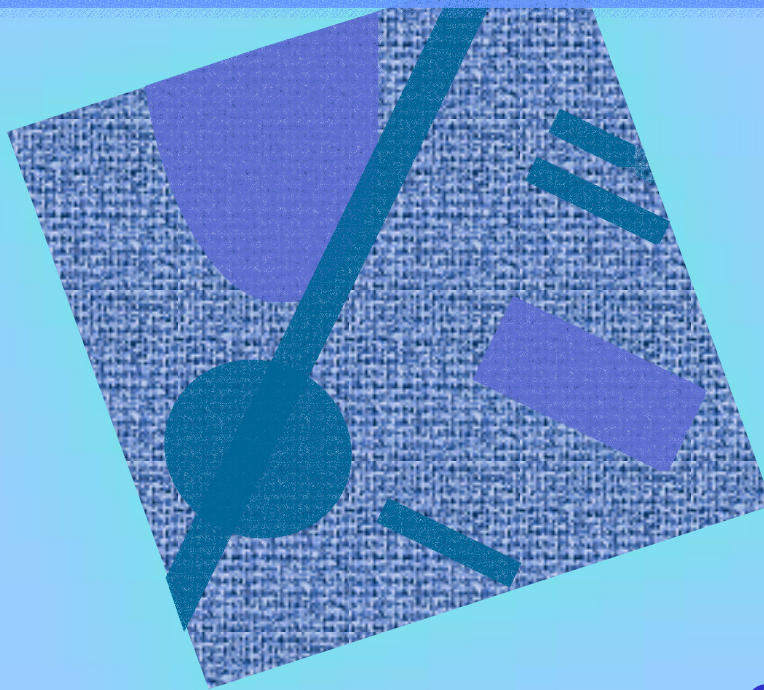


Cross-Cultural Competencies in Global Business



Presented by:
Linda McGovern

CultureSmart- Cross-Cultural
Training & Consulting

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Today's Focus

- competencies for successful cross-cultural business
- questionnaire for cultural self-assessment
- cultural framework to analyze other cultures and strategize accordingly
- guidelines for developing effective cross-cultural communication strategies



Cross-Cultural Competency in Business Includes...

- recognizing when cultural factors are influencing business dynamics
- communicating effectively across cultures
- developing the flexibility needed to function in a culturally diverse global marketplace



Cross-Cultural Competency Helps ...

- select and manage successful relationships in the global marketplace
- develop workable strategies in international business situations
- build and maintain multicultural domestic and international teams



Cultural Self-Assessment

- first step to developing cross-cultural competency
- cultures are not right or wrong, just different
- given the same problem to solve, 12 different nationalities are capable of producing 12 radically different solutions



Cultural Signposts

The best way to lay a foundation to help avoid mistakes and gaffes in world business, and achieve successful communication, is to **understand the cultural signposts**



Two Distinct Cultural Signposts:

- Collectivistic Cultures
- Individualistic Cultures



Cross-Cultural Communication

Lack of effective cross-cultural communication results in:

- loss of business
- loss of goodwill in building productive business relationships



Basic Cross-Cultural Communications Guidelines

In the beginning...

- arrange an introduction
- set up a personal meeting if possible
- connect with the right person
- observe rank
- do not use first names at first - maybe never
- put your best foot forward
- be clear and concise
- avoid surprises and follow-up promptly and precisely



Getting Things Done Across Cultures

- rules like souvenirs prices are often negotiable
- who you know may be the key to getting things done
- if you must grease palms do it right
- keep things simple
- travel with money and lots of change
- adjust your expectations
- be patient and keep your cool

Attributes of Culturally Competent Business Player:

- ◆ aware of own cultural biases
- ◆ creative and flexible
- ◆ have bilingual ability
- ◆ good sense of humor
- ◆ empathy
- ◆ curiosity
- ◆ patience
- ◆ tolerant of ambiguity

