

Communicating Effectively Across Cultures

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Global Communication Challenges

A Model for Effective Global Communication

Communication Styles

Communication Technology

Action Planning & Closing

Understand **global communication challenges**: what gets lost in translation and why

Decode **culturally-influenced communication styles**

Develop strategies for effectively **utilizing technology for global communication**

Develop personal action steps for **improving global communication**

Global Communication Challenges





#5

Organizational Jargon; Acronyms

“The PR&D Division will conduct the Adaptive Capacity Assessment.”

“Remember, our goal is to get to Class A.”

- ✓ *Terms may not be shared across geographies and cultures*
- ✓ *Acronyms in one language do not translate to acronyms in another language*



#4

Speaking Too Quickly

- ✓ *Average speed of native English speakers is 150 words per minute*
- ✓ *Rapid speakers can use more than 180 words per minute*
- ✓ *The majority of nonnative English speakers cannot understand more than 120 words per minute*



#3

Use of Negatives

“Don’t you need the report on Friday?”

- ✓ *Use of negatives can be confusing*
- ✓ *Utilize clear and concise statements*



#2

Lack of Clear Enunciation / Running Words Together

“Coulda, woulda, shoulda, howdja, didn’tja?”

✓ Enunciate words clearly to assist in comprehension



#1

Use of Idioms and Slang

“Run that by me.”

“Hit the ground running.”

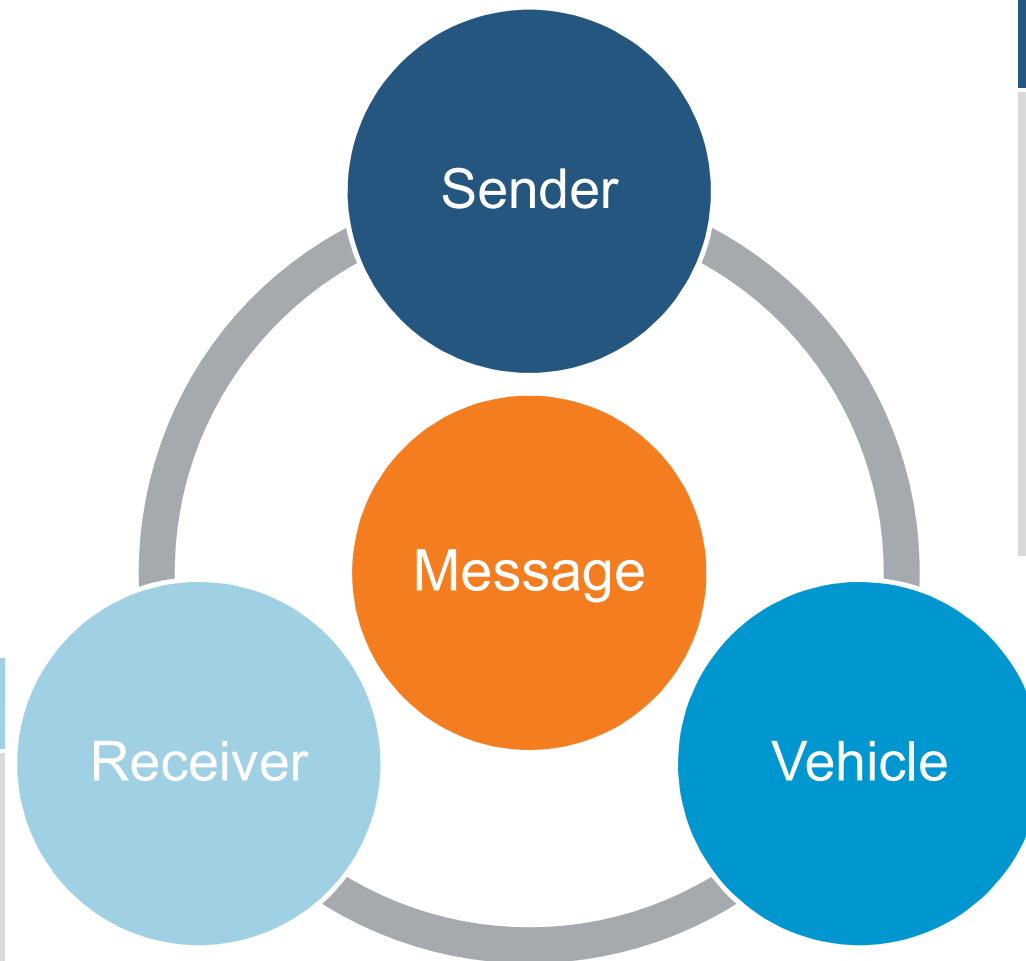
“We’ll touch base on Thursday.”

✓ *Pay attention to word choice and use simple and clear language*



A Model for Effective Global Communication





Sender

- What is your communication style?
- How is this similar or dissimilar from the “receiver” of the message?
- Are you the appropriate person to send this message?

Receiver

- What is the communication style of the “receiver” of the message?
- How will this impact how the message is interpreted?
- How will you know what message was received?

Vehicle

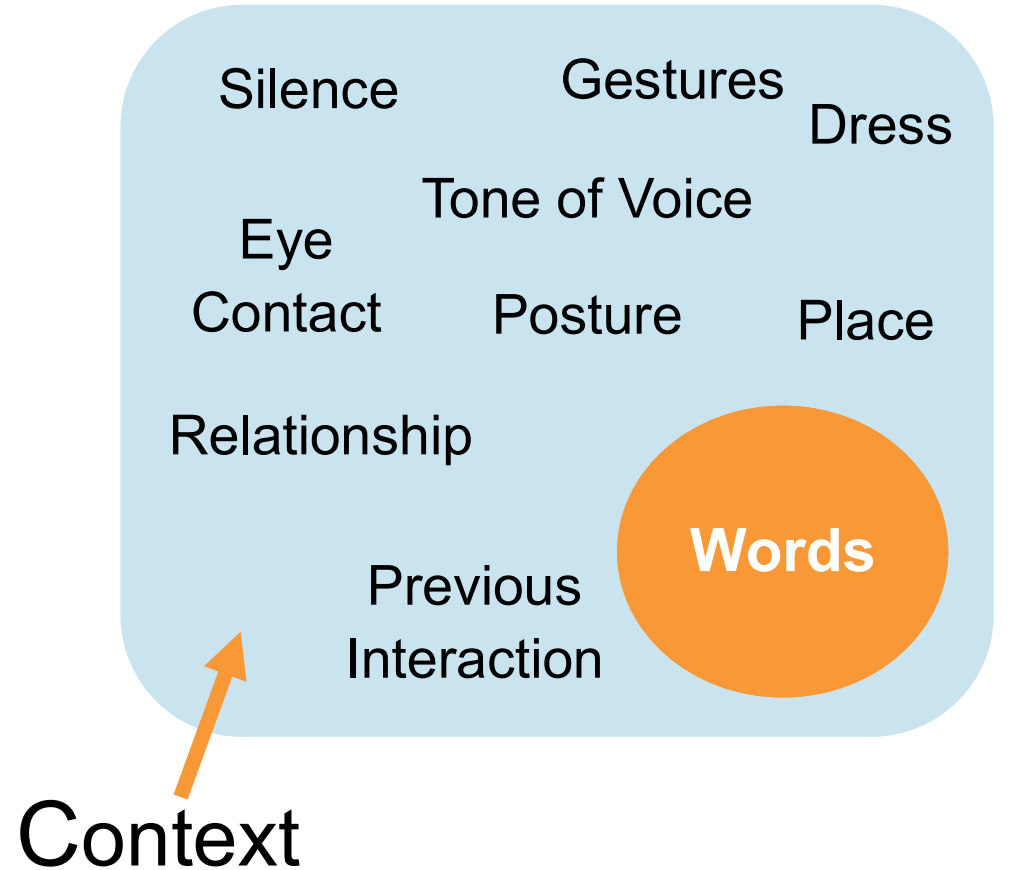
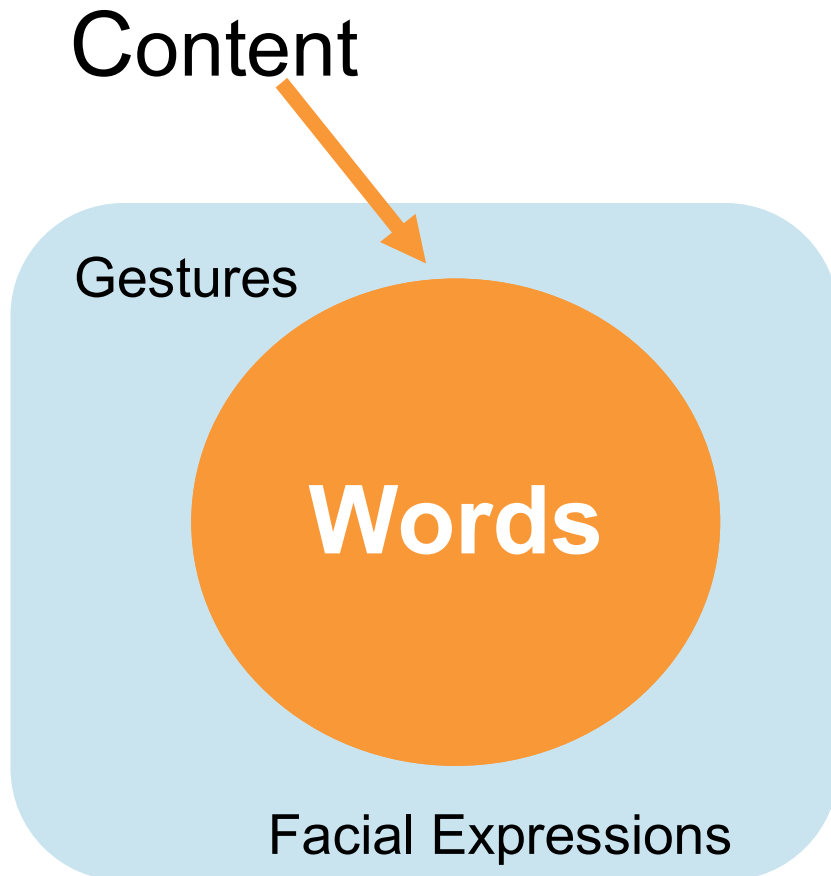
- What is the appropriate “vehicle” or communication technology for this message?

Communication Styles

*Understanding the Sender &
Receiver*



LOW context communication



High context communication

Communication Style & Context

Low

High

Danish	Swiss	French	Spanish	Singaporean	Chinese	
German	U.S.	UK	Italian	Mexican	Saudi	Japanese

- Burden is on **sender** to make message clear
- Burden is on **receiver** to ask clarifying questions

- ✓ Try not to interrupt. Interrupting questions can cause speaker to start over
- ✓ Use "reflective listening" – confirming what is said to show listening – to draw out more information

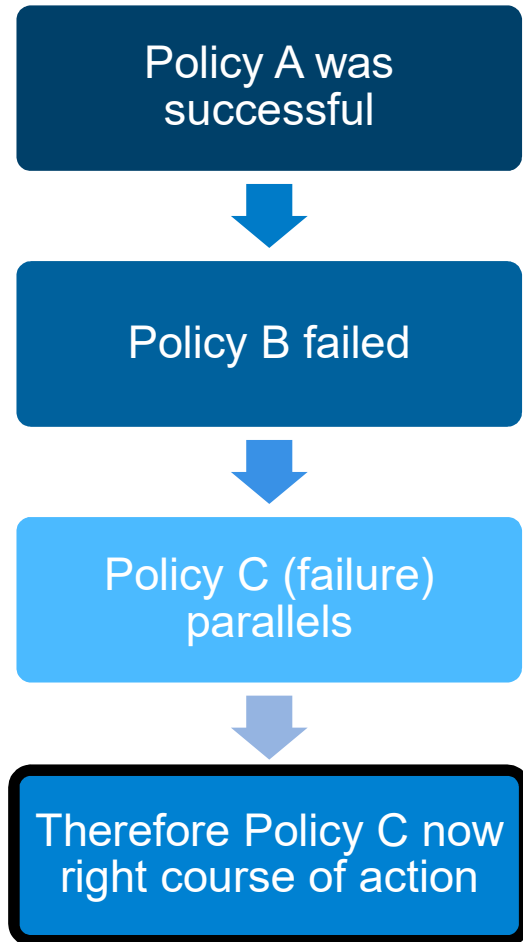
Low Context

- Burden is on **receiver** to infer intended meaning
- Burden is on **sender** to provide sufficient context

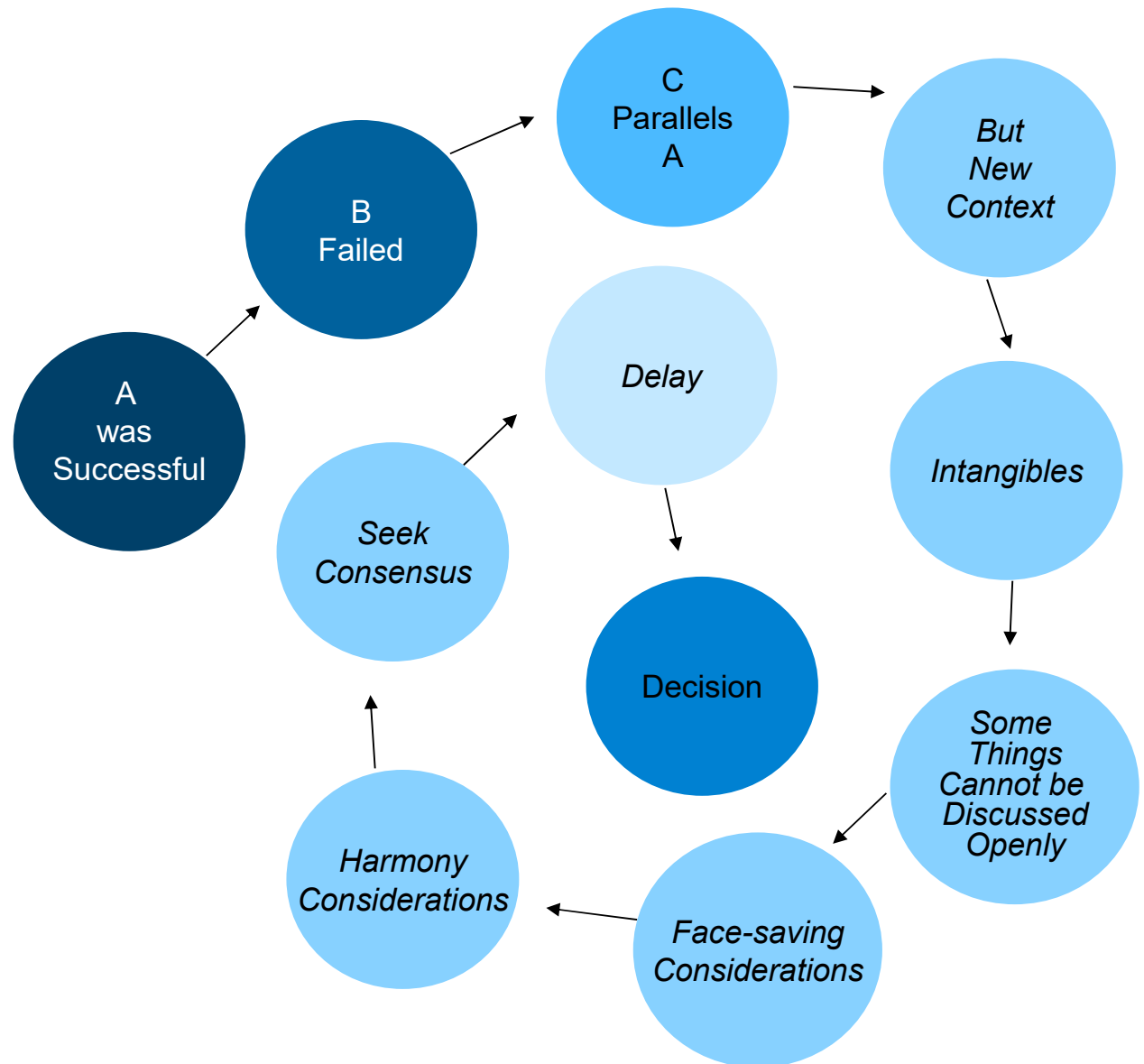
- ✓ Get to the point quickly and limit background information
- ✓ Use "because" instead of "so." Present your point and follow by reasons
- ✓ Don't assume someone who is asking many questions is challenging you; they may simply be gathering information

High Context

Western / Linear Thinking



Eastern / Circular Thinking



When communicating with **Indirect** colleagues

- Build strong relationships
- Learn how disagreement is expressed
- Pay attention to the context
- Pay attention to nonverbal cues
- Ask open-ended questions
- Talk in an informal setting

When communicating with **Direct** colleagues

- Give clear responses
- Meet before and after client meetings to plan and evaluate:
 - Get local team briefing
 - Align expectations and objectives
 - Define meeting process and roles
 - Use local team as "cultural guide"




Communication Technology

*Choosing & Leveraging the Best
Vehicle*



Context & Communication Technology

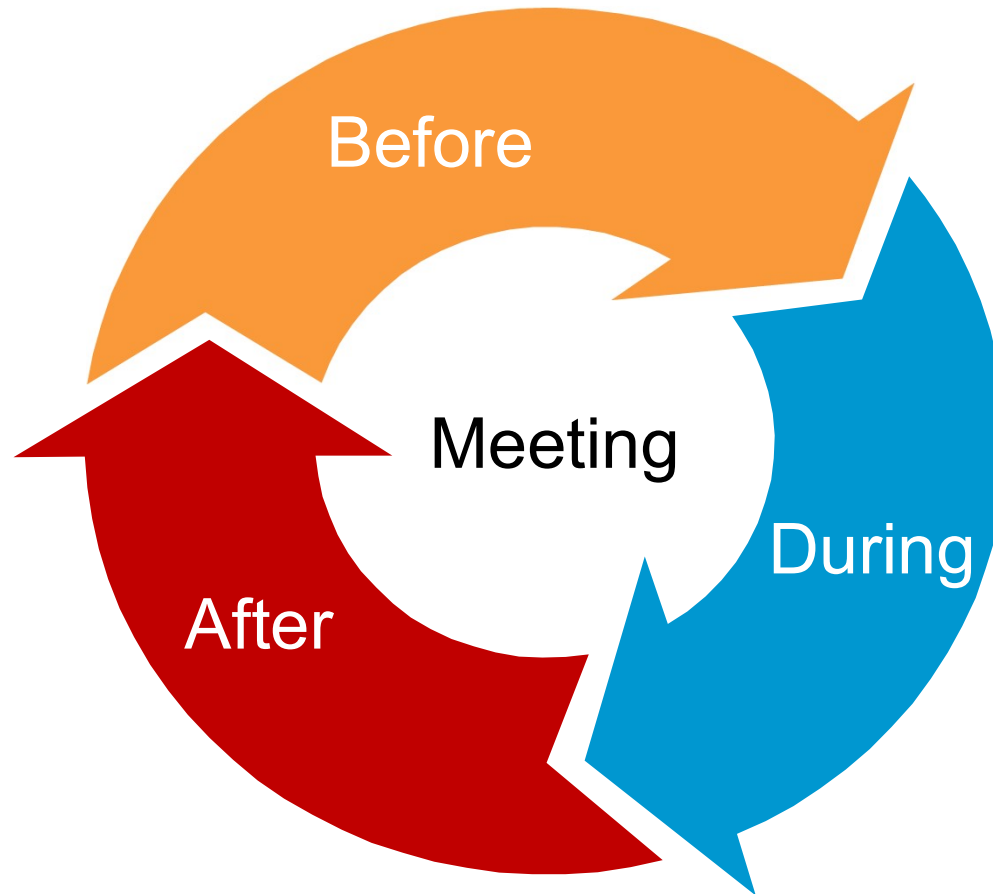
More Context



Less Context

	Words	Voice Tone	Instant Feedback	Use of Graphics	Non-Verbal Cues	Environmental Cues	Informal Contact
Face-to-Face	Light Orange	Light Blue	Yellow	Dark Blue	Gold	Dark Blue	Orange
Video Conference	Light Orange	Light Blue	Yellow	Dark Blue	Gold	White	White
Web Meeting	Light Orange	Light Blue	Yellow	Dark Blue	White	White	White
Phone & Conf Calls	Light Orange	Light Blue	Yellow	White	White	White	White
Instant Messaging	Light Orange	White	Yellow	Dark Blue	White	White	White
Voicemail	Light Orange	Light Blue	White	White	White	White	White
Social Media	Light Orange	White	White	Dark Blue	White	White	Orange
Online Documents	Light Orange	White	White	Dark Blue	White	White	White
e-Mail	Light Orange	White	White	Dark Blue	White	White	White

Meetings as a Process: Before – During – After



Rate your frequency of use.

1 Rarely 2 Sometimes 3 Often 4 Usually 5 Consistently

- Make use of **time zone tools** (e.g. World Clock, Q-Clock)
- Rotate the meeting time to **“share the pain”**
- **Prepare agenda** with topic categories, time per topic
- Send agenda and pre-reading content to participants at least **24 – 48 hours in advance**
- Plan adequate **time for non-native English speakers** to read content, listen and formulate/voice an opinion

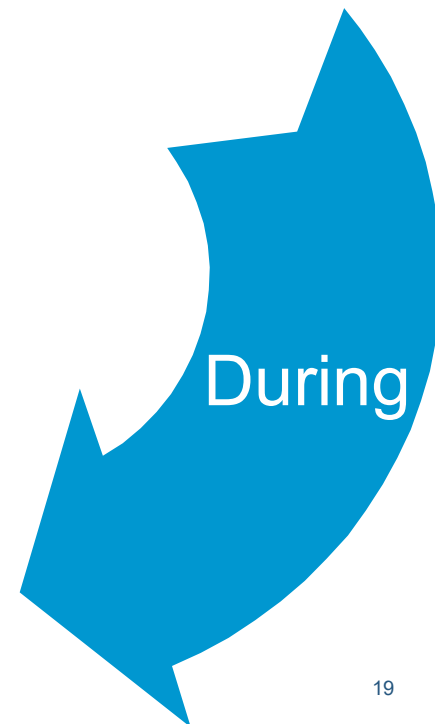


Before

Rate your frequency of use.

1 Rarely 2 Sometimes 3 Often 4 Usually 5 Consistently

- Establish meeting **ground rules**
- Utilize **web meetings** to share documents and/or visuals
- Utilize **instant chat functions** to submit questions or check for understanding
- **Recap** key decisions, action items, next steps at end of meeting



Rate your frequency of use.

1 Rarely 2 Sometimes 3 Often 4 Usually 5 Consistently

- **Distribute minutes**, actions items and due dates after meeting

- After meeting, **check in with members informally** via phone and email to confirm understanding and get on-going feedback



- Decide if e-mail is the **best means** of communication
- **Structure your e-mail** using bullet points, numbers, short paragraphs and questions
- Be **detailed and specific**, keep sentences short
- Provide **reasonable and explicit timeframe** for a response
- Consider **task/relationship needs** of recipient
- **Focus** - avoid quick and sloppy responses
- Maintain friendly tone, **avoid reactionary e-mails**
- Include an “**Action List**” in the end

Action Planning & Closing



What will you do to more effectively communicate with others?

Write down your commitments to action and post them somewhere visible.

Stop

Start

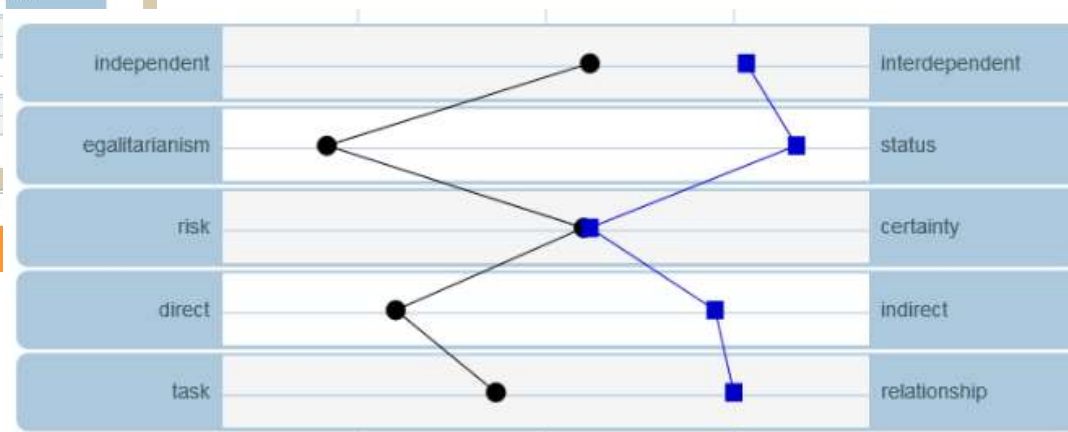
Continue

Quick access to knowledge on business effectiveness with people from **over 95 countries around the world.**

Includes 50 different topics per country including:

- Communicating Effectively
- Establishing Credibility
- Building Relationships
- Greetings
- Business Cards
- Dining, Entertaining and Hosting
- Obtaining Information

Understand your own work style, recognize similarities & differences



Two week trial access for all participants

All participants receive free, two week trial access to GlobeSmart via this URL and promotion code:

<http://www.aperianglobal.com/gs-trial-access/> using promo code **IFMA17**.

You will need to create a password and then authenticate your registration, so check your spam folder.

After registration is complete, you can click on this link to see how to create your profile and how to create a team profile.

<https://aperianglobal.freshdesk.com/support/solutions/articles/6000096310-taking-the-survey-creating-your-profile>



[Solution home](#) / [Web Tools Instructional Reference](#) / [GlobeSmart Profile Instructions](#)

Taking the Survey / Creating Your Profile

Modified on: Thu, 10 Dec, 2015 at 11:27 AM



- 1) From the Welcome page, click on the GlobeSmart Profile icon
- 2) Select the language you wish to take the survey in using the language drop menu in the upper right corner of the survey page
- 3) For each survey item, indicate the extent to which you agree or disagree with each statement
- 4) (optional) Choose to automatically share your profile with any individual in your organization
- 5) Submit your responses



Thank You

For more information contact:
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