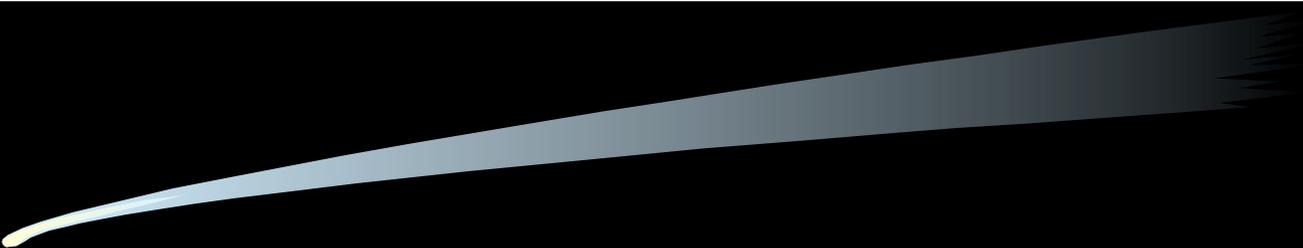


Cass Entrepreneurs Network and the CIPR



**The challenges of communicating
across multiculturalism**

Maclaine Communications



Communicating across boundaries

Why do we need to communicate internationally?

- Successful business is now global
- Communication technology is global
- Need to understand worldwide political, cultural and business environment from global perspective
- We need to conduct business recognising and respecting the cultural differences
- Learning to communicate effectively will lead to a more harmonious global community

So how do we communicate effectively?

- Make sure your gestures don't mean something else in their country
- The same goes for naming things
- Avoid complicated long sentences
- Back up your points with visuals – graphs and charts
- Don't speak too fast
- Be careful of humour!



Sensitivity to ways of doing things

- Don't impose your ways onto other cultures
- Obey the rules of accepted behaviour:
 - Looking people in the eye-or not
 - Saying what you mean overtly or talking around the issue
 - Proximity to people when you talking
 - Table etiquette when eating



English is used worldwide

- English is the official language of the EU
- It is spoken by much of the world
 - I speak English
 - You speak English
 - Therefore we communicate
- But there is not one English

Cultural differences

- Addressing your colleagues
- Loss of face
- Emotion levels
- Five hour press conferences



Some diplomatic tips

- History and language
- Work on a personal relationship
- Nonverbal communication (cues from others and your own)
- Importance of maintaining face
- Negotiate being aware of the opponent's cultural needs
- Compromise may confuse the situation; their stubbornness may be there to make you reveal your bottom line
- Present agreements in a form which preserves face all around
- Cultivate patience

Richard Cohen:
Negotiating Across Cultures: Communications Obstacles in International Diplomacy

Conclusions

- Sensitivities
- Similarities

“Life always rides in strength to victory, not through internationalism... but only through the direct responsibility of the individual.” Frank Lloyd Wright



Thank you!

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