



Getting The Message Right

Culture Variations Make a Difference



“

The single biggest problem in communication is the illusion that it has taken place.

”

George Bernard Shaw

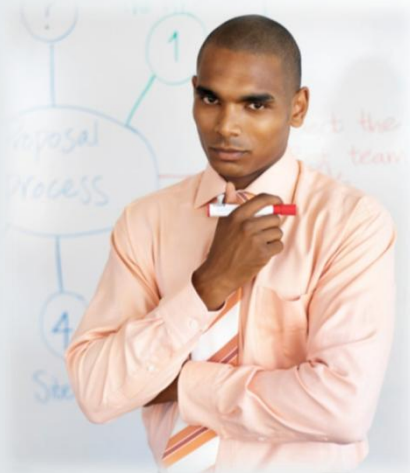
Business Communication



Emails



**One-on-One
Conversations**



Presentations



Meetings

Cultural Variations Impact Communication

- Indirect or Direct
- Formal or Informal
- Animated or Low-key
- Concepts or Details
- Images or Table & Chart



It takes effort to effectively communicate in a multi-cultural setting

Indirect vs. Direct Styles

High Context

- Indirect
- Ambiguous/vague
- Relationship focus
- Message also in what is not said
- Face-saving
- Choice of words is vital
- May be apologetic
- Quite formal
- Common interest
- We/Our

Low Context

- Direct
- Explicit/clear
- Task centered
- Goal oriented
- Clarity is primary
- Feedback in message
- Rational solutions, not personal ones
- Sense of urgency
- I/ You

Misinterpretations can occur when sender and recipient use opposing styles

Communication Issues

- English isn't English
- Errors
- Greetings
- Humor
- CYA
- Conflict
- Numbers
- Gestures



Understanding
the message



Ensuring You Get The Message Right

Requires:

- Information
- Effort
- Willingness to adapt
- Training
- Practice
- Ability to learn from mistakes

“If You Don’t Have Time to Do It Right, When Will You Have Time to Do It Over?”

John Wooden



We Can Help You Get Your Message Right

Elizabeth Vennekens-Kelly

Director

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www.crossculture-training.be