



International Business Cultures

How Not to Offend Your Global Partner

May 24, 2017

Goals for Session

- ▶ **Connections – Introductions and Requests**
- ▶ **Experiential Learning - Case Study**
- ▶ **Preparation - Culture Checklist**
- ▶ **Practicality - Real Life Application**





Role Play

Ms. Sandra Wilkinson, Back Street Financial

Mr. Manjit Gupta, Additions R Us

Global Communication Idiosyncrasies



Cultural Checklist – Advanced Preparation



- ▶ Language Hints – Know, Use, Process
- ▶ Body Language Counts – [Indian Head Shake](https://www.youtube.com/watch?v=Uj56IPJ0qWE) <https://www.youtube.com/watch?v=Uj56IPJ0qWE>
- ▶ Cultural Gaffes – Feet, Head, Handshake, Bow, Business Cards
- ▶ Expectations – Women, Men, Children, Conversation
- ▶ Customs – Relationship Based, Gifts, Questions
- ▶ Relationships - Hierarchical v Individualistic v Consensus
- ▶ Touch or Not – Proximity, Across/Between Genders

Cultural Checklist – Advanced Preparation



- ▶ **Get info – from Web, You Tube,**
- ▶ **Books – Kiss, Bow and Shake Hands, (OTHERS?)**
- ▶ **State Department**
- ▶ **Chafee Center**
- ▶ **Enjoy – tell stories**
- ▶ **Sweden, Australia, Kenya, Brazil and China? And their cultural traditions that make them unique?**



HOST TV

Riyadh, Saudi Arabia
May 20, 2017

CNN

President Trump and “Ardah”

MAY 20, 2017
RIYADH, SAUDI ARABIA



The Ardah is the traditional sword dance that desert tribes once performed before they went into battle.



Symbols **Don't** Mean The Same Thing Across The Globe

<https://www.thrillist.com/travel/nation/ok-symbol-thumbs-up-and-other-hand-gestures-that-mean-different-things-abroad>

<https://theoutline.com/post/1428/the-ok-sign-is-becoming-an-alt-right-symbol>

Opening a Conference In Kenya



Opening a Conference In Kenya





Thank You

Q & A

Contact Us For More Information



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