

TRUST IN INTERCULTURAL INTERACTIONS

KEY TAKEAWAYS - 1

Be curious about your colleagues', clients', suppliers' cultures

Try to override your brain's natural tendency to take shortcuts and to make assumptions, based on your own cultural lens

Aim at low context processes to avoid possible misinterpretation, in intercultural interactions

Observe, use active listening and summarize to boost understanding

Consider different cultural communication styles to adapt and choose from to maximize your effectiveness, depending on the context

Think "and" and "how" vs. "or"



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KEY TAKEAWAYS - 2

When working with relationship-based cultures

- Invest more time in building relationship (vs. getting down to business)
ex: joining & organizing social moments like lunches, drinks, use non work related questions/talks on the phone and per emails
- Remember the importance of blending personal with professional aspects of yourself in your work environment

When working with task-based cultures

- Get down to business, less small talks & shorter lunches, coffee breaks
- Or explain that the non-work related time is important for you and part of your global evaluation for good business

