

about cross culture 

**Cross Culture Competence & Personal Social Responsibility**

Presentation to ClubIN Ticino  
Lugano, Hotel The View; October 13, 2015



**Daniel Tschudy**  
Speaker, Coach and Consultant  
about cross culture

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There is no more  
B2B or B2C.  
**It's H2H:**  
**Human to Human.**

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### what is culture?



Culture is the product of Collected Wisdom, passed down through hundreds of generations:

- ▶ core beliefs
- ▶ values
- ▶ Ideas
- ▶ behaviour

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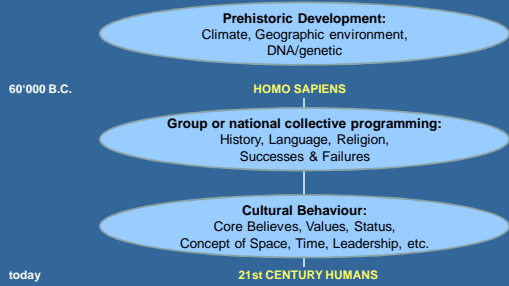
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### prime influences



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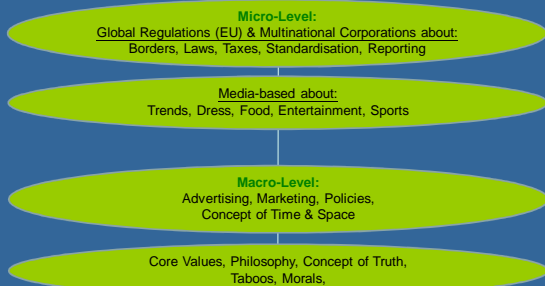
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### present influences



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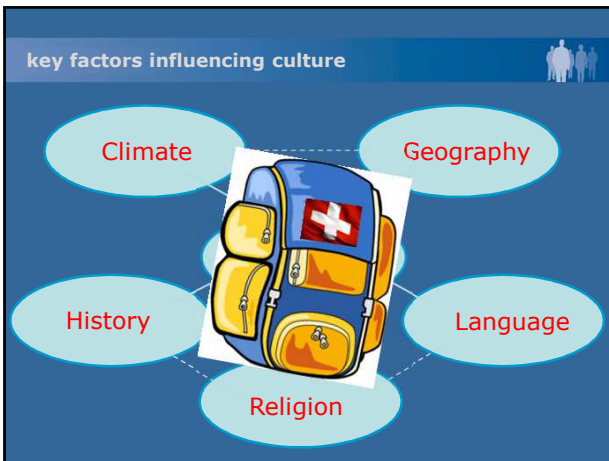
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- areas of cross cultural misunderstandings**
1. Values & Core Beliefs
    - national characteristics
    - world view
  2. Communication Patterns
    - speech styles & listening habits
  3. Concept of Time & Space
- often endorsed over stereotypes

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- stereotyping – in preparation:**
- ▶ Social science not always accurate
  - ▶ Stereotypes are only tools; a „pre-information“
  - ▶ Generalizations can assist anticipating how a particular business partner will behave
  - ▶ Always talk about groups (not individuals)

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stereotyping – where does it come from?



- ▶ History
- ▶ Facts
- ▶ Education
- ▶ Personal Experience

→ multiplied by mass & social media

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stereotyping – classic examples



“Japanese are ultra-polite”	“Germans are frank (too direct)”
<ul style="list-style-type: none"> <li>• It shows respect (mandatory)</li> <li>• It avoids loss of face (mandatory)</li> <li>• It's friendly</li> <li>• It avoids conflict</li> <li>• It's moral</li> <li>• It lubricates social contact</li> <li>• It is hospitable (to foreigners)</li> </ul>	<ul style="list-style-type: none"> <li>• It's honest</li> <li>• It avoids misunderstanding</li> <li>• It saves time</li> <li>• It avoids hypocrisy</li> <li>• It's legal</li> <li>• It helps you to avoid making the same mistake</li> </ul>
SOURCE: (among others) crowded country (126m. in 20 of 80%)	SOURCE: (among others) “Ordnung”, Martin Luther's translation of Bible
CARRIER (for example): Smiles & Bows for all reasons	CARRIER (for example): «high-German»

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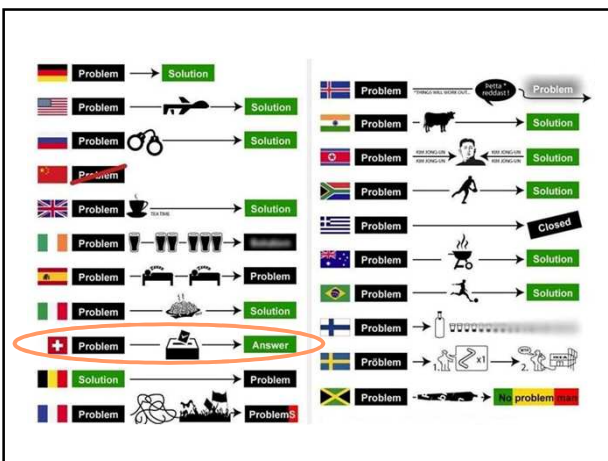
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self-awareness 



We are who we are – and that's fine

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*Tschingg*  
www.tschingg.eu

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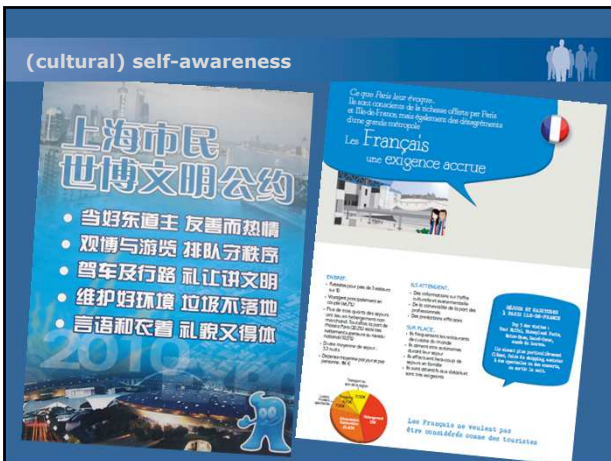
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(cultural) self-awareness 



上海市民  
世博文明公约

- 当好东道主 友善而热情
- 观博与游览 排队守秩序
- 驾车及行路 礼让讲文明
- 维护好环境 垃圾不落地
- 言语和衣着 礼貌又得体

2010

Les Français une exigence accrue

Les Français se veulent plus  
être considérés comme des touristes

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**stereotypes should be:** 

- ▶ accurate
- ▶ used consciously
- ▶ descriptive, not evaluative
- ▶ modified from time to time

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**opinion leaders** 

Richard Lewis 

Edward T. Hall 

Geert Hofstede 

Fons Trompenaars 

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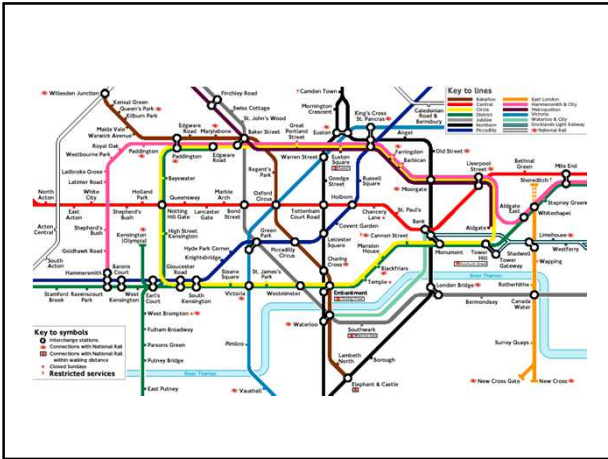
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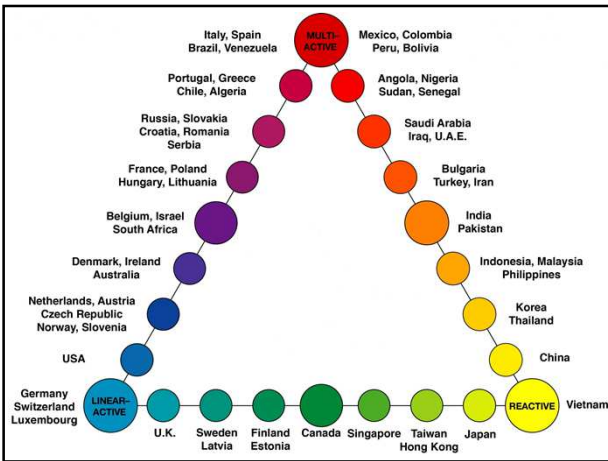
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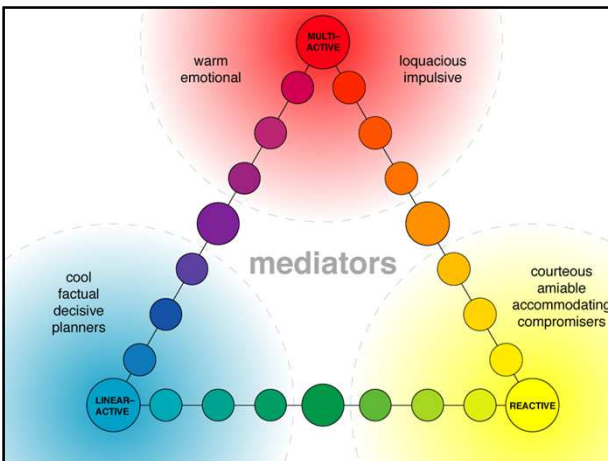
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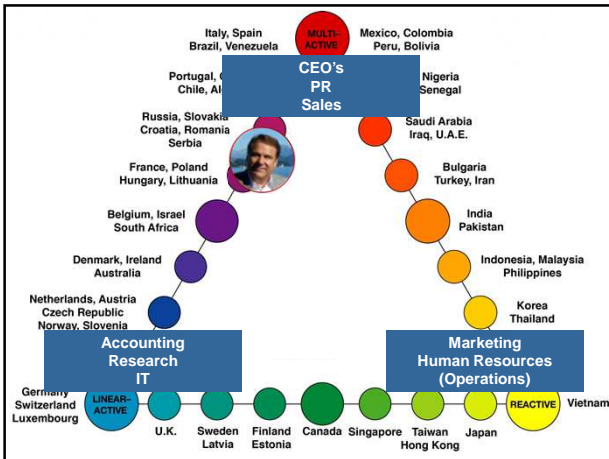
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### cultural categories

SWITZERLAND	ITALY	RE-ACTIVE
Talks half the time	Talks most of the time	Listens most of the time
Does one thing at a time	Does several things at once	Reacts to partner's action
Plans ahead step by step	Plans grand outline only	Looks at general principles
Polite but direct	Emotional	Polite, indirect
Partly conceals feelings	Displays feelings	Conceals feelings
Confronts with logic	Confronts emotionally	Never confronts
Dislikes losing face	Has good excuses	Must not lose face
Rarely interrupts	Often interrupts	Doesn't interrupt
Job-oriented	People-oriented	Very people-oriented
Uses mainly facts	Feelings before facts	Statements are promises
Truth before diplomacy	Flexible truth	Diplomacy over truth
Sometimes impatient	Impatient	Patient
Limited body language	Unlimited body language	Subtle body language
Respects officialdom	Seeks out key person	Uses connections
Separates the social and professional	Interweaves the social and professional	Connects the social and professional

© B.C., Daniel Tischler

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### issues in international business

Status Quo	Basic Values
Self-Awareness	Family & Gender
Status (-symbols)	Perception of Time
Perception of Space	Manners & Taboos
Body Language	Motivational Factors
Receptivity	Listening Habits
Communication Patterns	Humour
Initial Contact	Management Style
Leadership Style	Meetings Behaviour
Business Entertainment	Negotiation Skills
Short- / Long-term	Contracting
Quality Control	Loyalty

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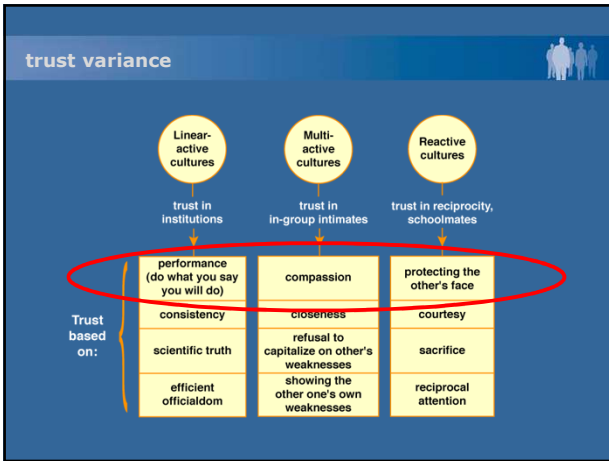
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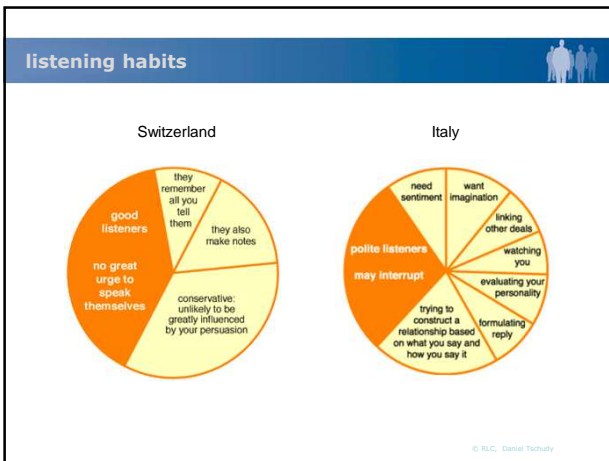
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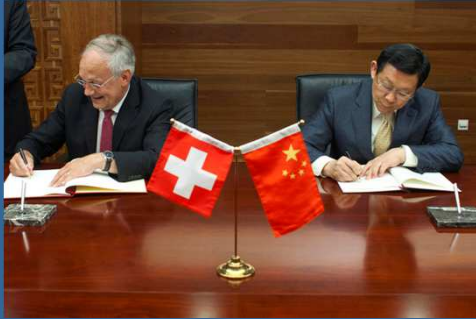
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contracting (china)



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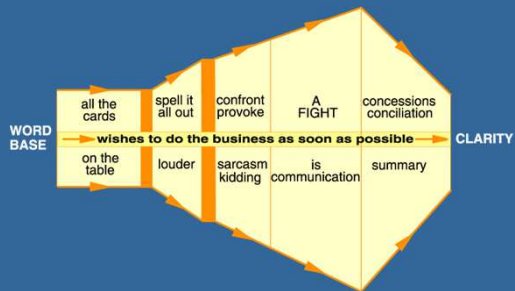
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communication patterns (i.e. USA)



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communication patterns



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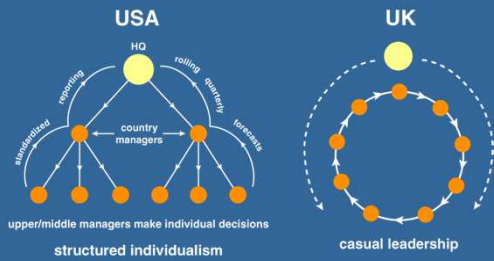
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leadership style



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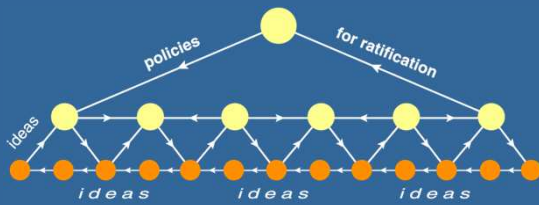
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leadership style (japan)



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business entertainment (russia)



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Personal  
Social  
Responsibility



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key rules in international business dealings



1. Respect cultural differences – and own!
2. Allow time for introduction & greetings
3. Listen carefully & Speak slowly
4. Confront in style
5. Allow misunderstandings & mistakes
6. Learn to say sorry
7. Be authentic
8. Accept change

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Life doesn't get better  
by chance,  
it gets better by change

© Jim Rohn

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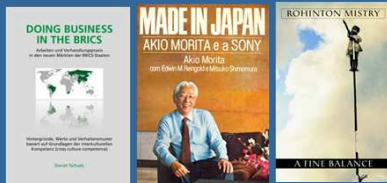
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literature / sources



- ▶ Scientific textbooks
- ▶ Market seminars / workshops
- ▶ Biographies
- ▶ Novels / fictions
- ▶ Even Wikipedia and Google
- ▶ Pro-active exchange with visitors
- ▶ Travel, and travel again



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grazie mille



Daniel Tschudy  
[www.tschudy.com](http://www.tschudy.com)

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