

HDI[®] 2018

CONFERENCE & EXPO

CONNECTING
THE
WORLD
OF SERVICE &
SUPPORT

#HDIConf

803: Ingredients for Successful Global Communication with your Team and Customers

Jan Dietz – Customer Experience Manager, Stefanini

Build dynamic and innovative global teams by incorporating the key ingredients for successful cross-cultural communication. Learn how to make the most of digital transformation to ensure you and your organization are ready to rapidly grow to deliver service any place in the world!

Introduction



Ingredients to a Global Fusion of Communication

- 1 Understand cultural beliefs, values and rules
- 2 Develop cultural rapport and trust
- 3 Organize productive interactions
- 4 Use digital platforms to stay connected
- 5 Leverage cultural diversity of global teams



**Let's
Talk
Cake!**



What Impacts our Cultural Layers?

- Languages We Speak
- Race (how we are born)
- Ethnicity (how we are raised)
- Gender Identity
- Local Culture
- Regional Attire

- Ancestry
- Parents & Family
- Teachers
- Friends
- Our Nation or Country
- Geographic Regions, States, Provinces, etc.

What Impacts our Cultural Layers?

- Cities, Towns & Villages
- Neighborhoods
- Border Countries, States & Provinces
- Religion
- Social Class
- Education

- Profession
- Workplace Colleagues
- Experiences
- Events
- Politics
- Travel
- Physical Challenges

1. Understand the Beliefs, Values and Rules of Different Cultures



Defining

Beliefs:

Assumptions and convictions that are held to be true, by an individual or a group, regarding concepts, events, people, and things.

Values:

The commonly held standards of what is acceptable or unacceptable, important or unimportant, right or wrong, workable or unworkable, etc. in a community or society.

Rules:

Each culture dictates rules for certain, expected behavior based on shared values and beliefs.

Context, Perception and Reality



High Context Communicators

- Central & South American
- Southern European
- French
- Middle Eastern
- Chinese
- Tropical Island Cultures



Low Context Communicators



- German, Scandinavian and Nordic Cultures
- Swiss German Culture
- Dutch and German-speaking Belgian Cultures
- Northern European Cultures
- British Culture
- Japanese Culture

2. Develop Cultural Rapport and Trust



What is Rapport?

Connection

**Any
Where**

Any Time



Trust

Comfort

How To Develop Cultural Rapport?

1

Find out what the other person needs.

2

Fulfill the other person's needs.



Adapt to Walk in Their Shoes



Rapport = Key Ingredient

If you have good rapport with someone and something goes wrong, they will be more likely to blame the situation.

If you have poor rapport with someone and something goes wrong, they will be more likely to blame you.

3. Organize Productive Interactions



Time Expectations

On-Time

- ❖ Swiss cultures
- ❖ Germanic, Scandinavian, and Nordic cultures
- ❖ English-speaking cultures
- ❖ Asia-Pacific cultures
- ❖ United Arab Emirates

Flexible Time

- ❖ Southern European cultures
- ❖ Central and South American cultures
- ❖ Middle Eastern and African cultures
- ❖ Russian, Eastern European, and Slavic cultures
- ❖ Most tropical island cultures

Cultural Email Etiquette

Avoid all race, gender or culture-specific languages and jokes

Reflect the format the sender is using

Asian/Pacific, Indian, Southern European, Mid-Eastern, and Latin American cultures are more formal

The U.S., U.K., Australia and Northern European cultures are more direct

Once it's sent, it cannot be undone!

4. Use Digital Platforms to Stay Connected



Virtual Communication Platforms

Yammer

WhatsApp

Skype

5. Leverage Cultural Diversity of Global Teams



Thank you for joining me today!

Jan Dietz

Customer Experience Manager
Janice.Dietz@Stefanini.com
Twitter @DietzJan



Global Etiquette Tips - What to Do

- ❖ Show respect
- ❖ Show you care about their culture
- ❖ Find some middle ground
- ❖ Know your geography
- ❖ Mind your manners
- ❖ Know how to address people

- ❖ Clearly enunciate and speak slower
- ❖ Define acronyms, jargon and slang
- ❖ Be careful with humor
- ❖ Ask valid questions and listen
- ❖ Honor your word

Global Etiquette Tips – What to Avoid

- ❖ Discussing religion
- ❖ Discussing politics
- ❖ Discussing sensitive topics like wars, terrorism, violence, etc.
- ❖ Unintentionally causing embarrassment by putting them on the spot

- ❖ Asking personal questions
- ❖ Asking superficial questions like “How are you?” if you don’t care
- ❖ Being overly assertive
- ❖ Appearing self-important
- ❖ Saying “no” directly

***Thank you for attending
this session.***

Please complete the session evaluation form
www.HDIConference.com/Eval or on the **App.**

**803: Ingredients for Successful Global Communication
with your Team and Customers**