

Cross-Cultural Awareness Communication Skills

SIEMENS



GLOBAL MINDSET |

Normalize Global Communication

The goal today is to elevate your skills with a key set of strategies that allows you to expand your thinking.

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Communication Styles



Written Communications

What new principles guide our intentions when writing emails?

Why and how is a global email different than writing a standard email?

Why you might be writing emails that are not getting the response you want?

Studies show a strong relationship between emailing and behavioral psychology- again we are going to talk about the human connection when crafting your emails.

Emailing is a Dialogue

This knowledge greatly impacts our strategies for effective global communication.

We must “humanize” our digital communications.

Email has the potential to build powerful bridges for those conducting business globally.

Global Email Tip:

Mirror the style of the person reading your email

Let's REFRAME Your Approach to Emailing

TARGET: Reader Communication Style

Style # 1

Expressive

Creative, enthusiastic, passionate, use of action words

Cultural Context:

Latin America, parts of Southeast Asia, Middle East, Eastern Europe

TIP: Focus on observable behavior

Example 1: Mozart

Marly writes in an email:

Wolfgang,

Attached you will find the updated report for last week's performance.

Thanks,

Marly

Example: 2 Mozart

Luca writes:

Wolfgang,

The audience really loved your performance. We can tell they were so excited to see you and learn more about your music.

The sales of your products soared.

You can take a look our final report. We have attached it for your review.

Kindest regards,

Luca

Style # 2

Direct

Focus on results, only necessary details, avoids emotion, values time and efficiency, does not mind conflict

Cultural Context:

English speaking countries, US, Canada, Scandinavia, Parts of Europe, Australia, New Zealand

Example

Natalia writes:

Vicky,

I hope you had a nice weekend with your family. Germany is so nice this time of year. I was there last year with my cousin and we loved every second of our vacation.

Were you able to fit in a trip to Salzburg? I hope so.

We discussed an initial analysis for this account. It is attached.

I look forward to discussing all the details about this report.

My best,

Natalia

Example 2

Natalia starts over!

Vicky,

Greetings. You will find the analysis for account XYZ attached.

Let me know if you need more information.

Regards,

Natalia

Style # 3

Friendly

Personal, warm, cooperative, chatty rather than a professional tone, prefers to be “team oriented”, empathetic, focus on relationships

Cultural Context:

East Asia and Central Asia

Example 1

Anastasia,

Good morning. Our meeting yesterday with the team was so enlightening. Our team was so engaged.

We so appreciate your patience. You were so patient. As you know the traffic jam was unexpected and so many of our team members walked in a few minutes late.

Anyway, the reports you asked for will be ready on Wednesday.

Thanks again for working with our team.

Regards,

Anderson

Style # 4

Analytical

Prefers specialized terms, data to back claims, methodical, facts in order

Cultural Context:

US, Canada, Northwestern and Central Europe, Scandinavia, Australia

Example:

Johan,

This is a follow-up to our meeting yesterday on our quarterly budget.

You can see the numbers are growing in the eastern region by 25%.

We believe that we will continue to see growth and by the end of the year we project an overall 40% increase.

Of course, we will keep you apprised of the situation.

Regards,

Andrea

Important Points When Emailing Globally

Global subject line

Follow-up and timing

Use Global English

Tone and different levels of formality

REMEMBER:

Every email reflects who you are and your company.

We often overlook that email is an important part of our reputation - our personal brand.

Our written communications, especially globally are a critical part of our success.

What is GLOBAL ENGLISH?

An "intentional" type of English used by the global business world that does not assume a certain knowledge of specific cultural proficiency.

Focus on commercial or business terms

Take care when using humor to avoid misunderstanding

Write in plain English

NOTE: For many, English is not their first language; speak up and speak clearly

Closing Thoughts

The more we practice and become more curious, the more we expand our perspective to integrate the cultures of the world.

We also become more aware of how we are deeply connected than divided.

Let's Stay Connected....

