MAKING $$$MONEY
WITH DIFFERENT CULTURES

Presentation to NCalCCIM, February 13, 2018

About Rochelle Kopp

- Rochelle Kopp is a management consultant specializing in cross-cultural communication. A veteran facilitator experienced in delivering training and consulting to participants from around the world, Rochelle specializes in facilitating cross-cultural teambuilding and other programs for executives.
- Rochelle's consulting to American firms doing business globally includes helping them with issues related to partnerships, acquisition, and global expansion. Through training sessions and coaching, she helps Americans increase their sensitivity to differences in cultural values and approaches around decision-making, management styles, negotiation and relationship building. She also works frequently with people from other countries doing business in the U.S. She has assisted many foreign firms' U.S. operations with organizational development, performance evaluation, and other projects intended to strengthen HR and promote employee motivation and retention.
- She holds a B.A. in History from Yale University and an M.B.A. from the University of Chicago's Graduate School of Business. She speaks, reads and writes Japanese fluently.

Key Factors for Success

- Master the etiquette
- Adapt your communication style
- Bridge the language barrier

Master the Etiquette

- Kiss Bow and Shake Hands by Terri Morrison
- Internet research

Adapt Your Communication Style

Cultural dimension
The farther someone is to the left, the more they:

- Feel that problems are best solved by getting them out in the open.
- Do not feel that confrontation damages relationships.
- Feel that differences in opinion should be surfaced.
- Enjoy debate and discussion.
- Say clearly what they are thinking.
- Do not hesitate to give their own opinion.

The farther someone is to the right, the more they:

- Feel that harmony is important.
- Fear that confrontation will damage relationships.
- Are uncomfortable being open about differences in opinion.
- Are careful when communicating information that the other person may not want to hear.
- Sugar-coat, use roundabout and softer ways of saying things.
- May be reluctant to share their opinion.

Communication and conflict resolution style

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If the person you are working with is to the right of you:

- Avoid disagreeing with someone or criticizing them in front of other people.
- Be careful in your tone and choice or words when you disagree with someone.
- Be sensitive to subtleties of what the other person says -- and doesn't say -- to you.
- Find methods other than public debate for addressing issues -- put more emphasis on one-on-one conversations.
- Build relationships to promote more open communication.

If the person you are working with is to the left of you:

- Realize that their disagreement with you or criticism of your idea does not mean that they dislike you personally.
- Don't think that you are being treated rudely when you are spoken to directly or without the niceties/softeners typical in your culture.
- Put your opinion into words and don’t hesitate to express it.
- If someone’s behavior is bothering you, let them know about it (give negative feedback).
- Explain your actions.

Two verb exercise

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Bridging the language barrier

- Prepare agendas
- Avoid slang and unusual vocabulary
- Enunciate clearly
- Slow down
- Don’t try to talk louder
- Use visuals, draw diagrams
- Use the whiteboard, or chat column in online meeting tools
- Write confirming memos