Establishing a Foundation for Cross-Cultural Business Relationships

Presented By
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WHAT ARE COMMUNICATION CHALLENGES YOU FACE IN THE WORKPLACE?
What Will I Gain From this Presentation?

• Understanding why Effective Communication is Important to Cross Cultural Business Success

• Gain techniques on how to connect with others in order to drive business growth

• Learn how to understand and embrace AUTHENTICITY as part of your success strategy
"CROSS" COMPONENTS IN THE WORKPLACE

AGE
- Cross Generational Communication
- How each generation was conditioned
- How each generation was socialized

GENDER
- Ratio of Men To Women in the workplace
- How each are conditioned
- How each are socialized
- Why Gender Diversity remains a challenge

RACE
- Stereotypes
- Culture
- Transparency

CULTURE/LIFE EXPERIENCE
- How it influences at work

INCLUSION DRIVES IDEATION and INNOVATION
Relationship building is a key component to any successful initiative. It conveys that you know your audience and embrace what is important to them.
MVP (Mission. Vision. Purpose)

MISSION STATEMENT
Understand the Mission Statement

PERSONAL MISSION
• What do you want to gain as being a part of your Company?
• What ideas and values do you want to represent?
• Who are you serving as an Employee?

VISION
• What do you see as possibilities with your Company?

PURPOSE
• Why are you an Employee?
• What are you going to do as an Employee?
KNOW YOUR AUDIENCE
PATHWAY TO SUCCESS

Understand what makes them who they are

Understand what triggers high and low performance

Understand what they need to hear and see from you

Communicate your awareness of the previous steps to your audience
COMMUNICATION TECHNIQUES ACROSS THE NETWORK

Effective Networking = Effective Relationships

Write me
Call me
Email me

Lets meet face to face
W.I.F.M (WHAT’S IN IT FOR ME?)

VALUE PROPOSITION:
- Bringing your best authentic self to work
- Ideation
- Innovation
- Successful employees that represent our customer base

SUCCESS MEASURES:
- Less turnovers/less money left on the table
- Easier to recruit top talent
- Higher engagement from employees
- Business growth
Essentials of Effective Communication

- Create a connection, Build a relationship
- Know your audience and what matters to them as part of their success
- People don’t care how much you know until they know how much you care
“Effective communication is pivotal to any aspect of leadership. What you say and how you say it ultimately determines whether your audience will receive your message.”

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