

Attachment: <Handle the cultural differences>

Number of methodological Tool	EUPANEXT_LO_098_M_001_Att_1
Work Area Code and Title	17 Business Environment
Unit Code and Title	3.33 Understand Cultural and Diversity Awareness

SITUATION 1:

You greet your Austrian client. This is the sixth time you have met over the last 4 months. He calls you Herr Smith. You think of him as a standoffish sort of guy who doesn't want to get really friendly.

FEEDBACK

That might be true in America, where calling someone Mr. Smith after the 6th meeting would probably mean something -- it is *marked* usage of language -- like "we're not hitting it off". But in Austria, it is normal.

SITUATION 2:

A Canadian conducting business in Kuwait is surprised when his meeting with a high-ranking official is not held in a closed office and is constantly interrupted. He starts wondering if the official is as important as he had been led to believe, and he starts to doubt how seriously his business is being taken

SITUATION 3:

A British boss asked a new, young American employee if he would like to have an early lunch at 11 am each day. The employee said 'Yeah, that would be great!' The boss immediately said "With that kind of attitude, you may as well forget about lunch!" The employee and the boss were both baffled by what went wrong.

FEEDBACK

In England, saying "yeah" in that context is seen as rude and disrespectful.

SITUATION 4:

A Japanese businessman wants to tell his Norwegian client that he is uninterested in a particular sale. So he says "That will be very difficult." The Norwegian eagerly asks how he can help. The Japanese is mystified. To him, saying that something is difficult is a polite way of saying "No way in hell!". Dave Barry tells the story of being on a trip to Japan and working with a Japanese airline clerk on taking a flight from one city to another. On being asked about it, the clerk said "Perhaps you would prefer to take the train." So he said "NO, I want to fly." So she said "There are many other ways to go." He said "yes, but I think it would be best to fly." She said "It would very difficult". Eventually, it came out that there were no flights between those cities.

