

Business Speaker Erin Meyer: How Cultural Differences Affect Business

URL: <https://www.youtube.com/watch?v=zQvqDv4vbEg>, 4m 9s, 10 Dec 2014, The Lavin Agency Speakers Bureau

GIST: Your boss has just put you in charge of organizing everyone's business presentations to Japan, and wants you to help everyone learn a bit about Japanese business social practices. Let's see if this brief video will be helpful for you and for them. **READ** these possible gist terms, and **WRITE** them down on a separate piece of paper. **LISTEN** to the video at least once (*video box below: to start or stop, click in the video box; the menu bar is visible, but not active*). **MARK** each time you hear these terms. When you're finished, **COUNT** how many of each term you have heard, and use the pull-down menu to choose the correct answer. **WATCH OUT!** An envious colleague has included at least one term that is not in the video! (**MAXIMUM TIME ALLOWED:** 15 minutes)

_____ Japan

_____ Minnesota

_____ China

video box:

DETAILED: Great, you've seen that this video can be helpful for you all. Now you need to focus on the content because the boss is going to ask you a lot of questions about it. **READ** the questions TWICE, then **LISTEN** to the video TWICE **WITHOUT** looking at the questions (*video box above: to start or stop, click in the video box; the menu bar is visible, but not active*). Now go to the True/False questions, and answer them, correctly, by **CLICKING** on True or False **WITHOUT** listening, again. **Don't worry!** The questions are purposefully **general**, so you should be able to answer them, correctly, without having to listen, a third time, but if you do need to, it's OK, just remember for which questions you needed to do it, so you and your teacher can talk about why. **(MAXIMUM TIME ALLOWED: 25 minutes)**

WATCH OUT n. 1! An envious colleague has included at least one question that is misleading!
WATCH OUT n. 2! Not all questions are asked with exactly the same language as is used in the video!

	TRUE	FALSE
1. The speaker and her colleagues developed a method for better understanding cultural differences.	_____	_____
2. There is a Japanese term for someone who can't "read the air."	_____	_____
3. The author grew up in a multi-cultural place.	_____	_____
4. The author was in Japan without a Japanese colleague.	_____	_____
5. In Japan, speakers need to look carefully at the listeners.	_____	_____
6. The Japanese meet people's eyes about as much as in the West.	_____	_____
7. Immediately, a lot of people raised their hands with questions.	_____	_____