

- 2** Read this advice from intercultural consultant, Kate Berardo of culturocity.com, and compare your answers in **1**. Which piece of advice do you find most useful?

Working across cultures

Kate Berardo

- 1 Do your**
 - Essential for building relationships when dealing with businesses across cultures.
 - Each organization will have its own culture, personality, and way of doing things.
- 2 Keep your eyes**
 - Your mind is processing a lot of information in new environments, so observation skills may be clouded or unfocused.
 - Notice how people act, dress, and treat each other. Look for non-verbal messages. Being able to read a situation will greatly improve your ability to have a successful meeting.
- 3 Take your**
 - Appreciate the need for more time. Communication may be slower and logistics may be different. You may be working in a culture with a different concept of time.
 - Also, give yourself more time to all the information before making decisions.
- 4 Take individuals into account**
 - Individuals may vary greatly from the stereotype of their native culture. Values and behaviour are also influenced by background, experience, and personality.
- 5 Tolerate**
 - Keep an open be careful not to form an opinion too early or to attribute too much of what you see to a cultural difference.
 - This can be extremely difficult for people from some cultures where directness and precision are valued.
 - Business is about managing unknowns. When working with a culture with a high tolerance for uncertainty, you may not get concrete answers. This, of course, can work both ways.
- 6 your intercultural skills**
 - When working with people from different cultures, you need a solid understanding of the norms of that culture.
 - Greater cultural awareness will help you weigh up the pros and cons of your way of doing things and will give you a better