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LET'S GO GLOBAL IN JULY — *Cultural • Collaborative • Cognizant. It's a global economy.*

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<p><i>"All people are the same. It's only their habits that are different."</i> —Confucius, 551-479 B.C. Chinese Philosopher</p> <p>1</p>	<p>In today's global market, understanding customs and culture is essential for successful business dealings.</p> <p>2</p>	<p>Knowing cultural perspectives on time, life, and business is crucial for building successful business relationships.</p> <p>3</p>	<p>Start by learning everything you can about the country's people and customs with whom you plan to do business.</p> <p>4</p>	<p>Until a goal is committed to paper, it is not a goal; it is simply a wish.</p> <p>5</p>	<p>Know the dates of national, religious and local holidays in the host country.</p> <p>6</p>	<p>Break down each goal into achievable steps. Goals can be overwhelming - steps are manageable.</p> <p>7</p>
<p>Avoid making comparisons between your country and their country. Any kind of comparison can put you in a bad light.</p> <p>8</p>	<p><i>"Diplomacy is the art of letting someone else have your way."</i> — Sir David Frost</p> <p>9</p>	<p>Embassies and consulate offices are there to assist with trade matters in their countries; use them.</p> <p>10</p>	<p>Negotiations require understanding, not just translation; a good interpreter can convey attitudes and feelings.</p> <p>11</p>	<p>Hire an interpreter before your first meeting to ensure comfort and effective collaboration.</p> <p>12</p>	<p>When speaking, look directly at the person you're addressing and not the interpreter.</p> <p>13</p>	<p>Acceptance of women in business differs from country to country. Research accepted practices and act accordingly.</p> <p>14</p>
<p><i>"Lessons are not given, they are taken."</i> — Cesare Pavese</p> <p>15</p>	<p>Learning a few words of the client's language shows respect, enthusiasm, and builds trust.</p> <p>16</p>	<p>Learn and practice the accepted business handshake or form of greeting.</p> <p>17</p>	<p>Know the accepted ways of communication; they could differ greatly from your country.</p> <p>18</p>	<p>Use simple words so that you can be easily understood. Avoid the confusion of a mistranslated word.</p> <p>19</p>	<p>Be cautious with jokes. They almost never translate well and are usually misunderstood.</p> <p>20</p>	<p>Listening is as important as speaking, especially with two languages.</p> <p>21</p>
<p>Avoid helping others with their speech, as it can be impolite in many cultures.</p> <p>22</p>	<p><i>"You must learn to be still in the midst of activity and to be vibrantly alive in repose."</i> — Indire Gandhi</p> <p>23</p>	<p>Dress in your usual business attire; conservative is always safe. Avoid trying to dress like the local culture.</p> <p>24</p>	<p>Erect posture shows confidence and authority worldwide; be attentive, alert, and respectful.</p> <p>25</p>	<p>Understand the meanings of body language, tone of voice, words, and eye contact in the country where you're doing business.</p> <p>26</p>	<p>Be mindful of personal space differences; some cultures prefer more space, while others stand closer to show interest.</p> <p>27</p>	<p>Be cautious with hand gestures; they can have different meanings in different countries (e.g., the "OK" sign is rude in Brazil).</p> <p>28</p>
<p>Always wait for your host to take a seat first; it's a common courtesy worldwide.</p> <p>29</p>	<p>Always speak positively and avoid making negative comments about your competition.</p> <p>30</p>	<p>Giving gifts, ensure they are appropriate and not offensive. Example, in Arab countries, books are suitable gifts, while liquor or spouse gifts are not.</p> <p>31</p>	<p>Understanding a client's country and culture is critical to building solid business relationships and growing your business.</p>			