



a good fit

Germany and America



Cross-cultural training

Workshop Experiment

**Welcome to
the country of
Flockland**



How did you feel?

What did you observe?

Lesson to be learned



- US-German communication and co-operation is not as simple as it appears.



70% of failures are directly
due to “soft skills”.

Soft skills for better cross-cultural communications

Tolerance for ambiguity

Low goal/task orientation

Non-judgmental

Flexibility

Sense of humor

Warmth in human relationships

Strong sense of self

Ability to fail

Open-mindedness

Empathy

Communicativeness

Curiosity

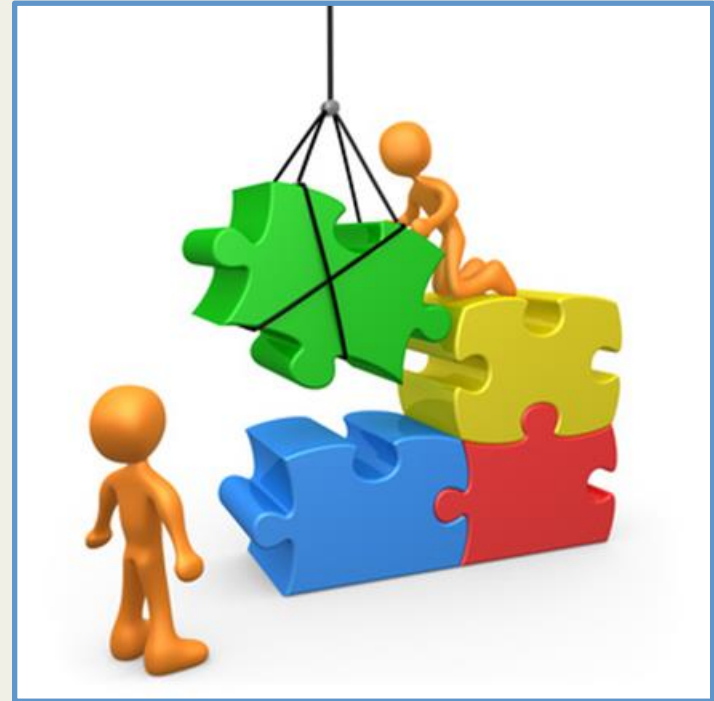
Motivation

Self-reliance

Perceptiveness

Tolerance to differences

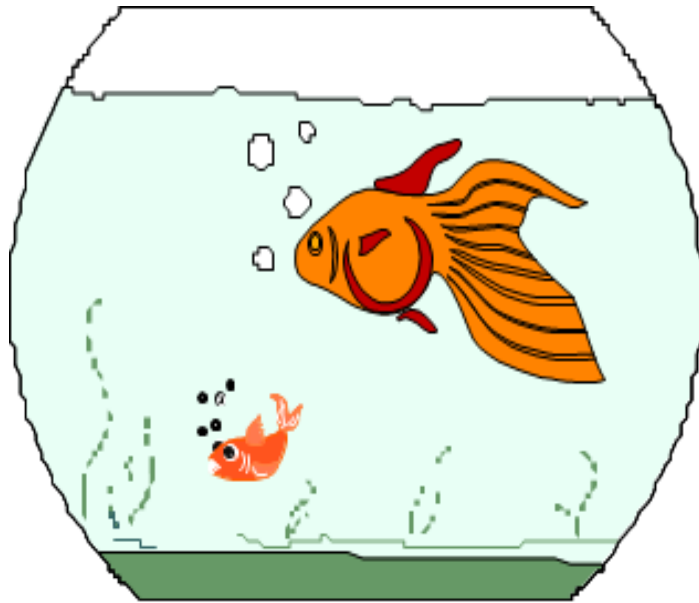
**Communication
breaks down —
people build up barriers**





**Understanding oneself
and one's own culture**

**Culture is to us
what water
is to a fish.**





Bridge building requires mutual cooperation.



DON'T
BE AFRAID
TO FAIL.

**BE AFRAID
NOT TO TRY.**

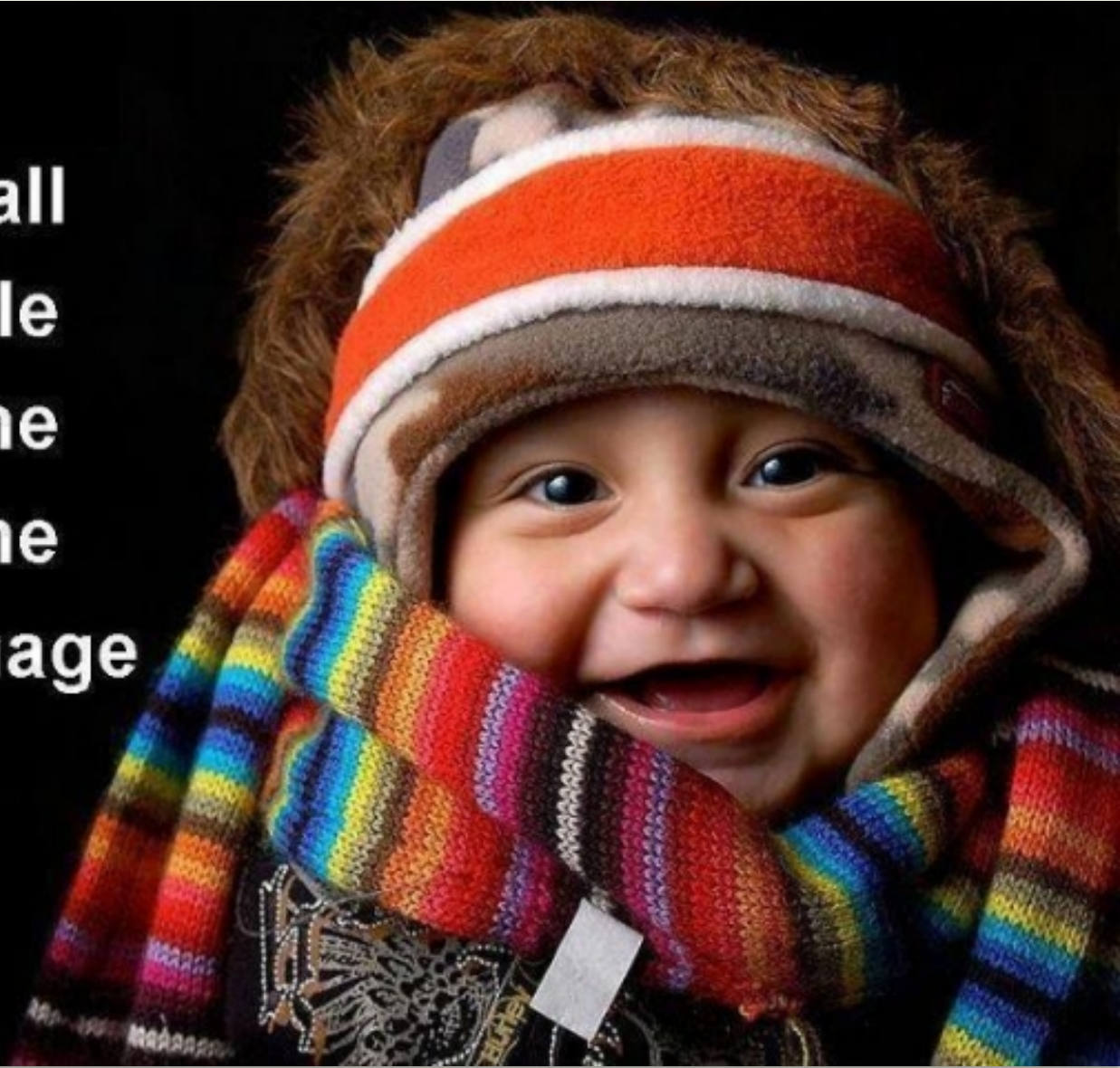




Understanding others doesn't consist of only appealing to logic and reason. It consists of an emotional opening to the others.

Jawaharlal Nehru

**We all
Smile
In the
Same
Language**







**You have been
the best audience ever.**

Thank you!

Super

Love

Hate

WORST

Fantastic

Best

! ! ! ! !

Cultural Perception **Americans are**

According to Brazilians

Serious

Reserved

Introvert

Cautious

Restrained

Composed

Methodical



According to Chinese

Friendly

Spontaneous

Extrovert

Reckless

Uninhibited

Emotional

Impulsive

Communicating with Americans

Do's

- Look for common opinions
- Focus on the results
- Use simple language
- Expect fewer details
- Be less direct
- Listen non-verbally and participate
- Expect agreement

Don'ts

- Forget to repeat
- Tell ethnic jokes
- Forget the small talk
- Expect critical feedback
- Be irritated by interruptions
- Hesitate to ask questions
- Be critical