



**GREATER DES MOINES  
PARTNERSHIP**

**PRESENTED BY**



**Tero® International**

[www.tero.com](http://www.tero.com)



## **What Did You Say? Messaging Effectively Across Cultures**

**Presented By:  
Deborah Rinner Godwin**

All training methods and materials used during Tero® International, Inc. workshops and webinars are proprietary. No part of this material may be reproduced or distributed in any form or by any means without the prior written permission of Tero® International, Inc.

# *Lost In Translation*



**Technical skills** are 15 percent of the reason you:

get a job  
keep a job  
advance in a job

85 percent of your job success is  
connected to your **people skills**!

Can They Be Lost In Translation When  
Communicating?



Copyright © Tero International, Inc. 2014

## Culture Shock

**McDonald's** took 13 months to realize that not everyone appreciates a Big Mac. Disney and Starbucks realized this as well.



# Agenda

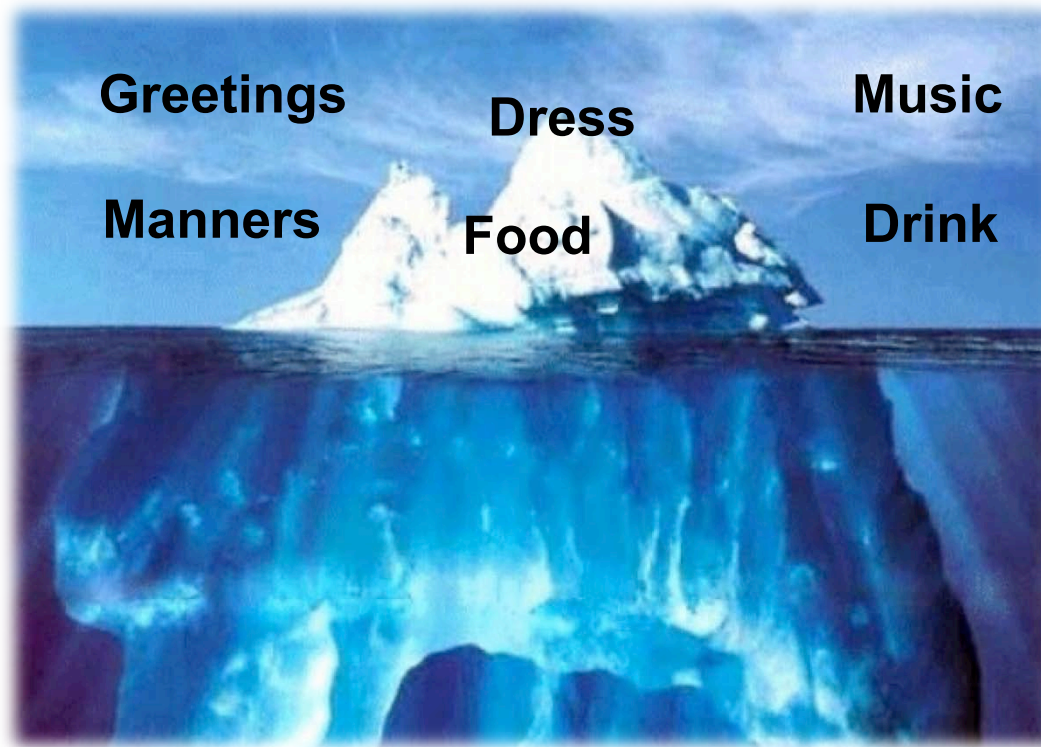


- ✓ Understanding How Language, Values, Context and Expressiveness Effect Communication
- ✓ Explore How To Manage Differences in Email, Phone and Face To Face Communications



Copyright © Tero International, Inc. 2014

## **How We Communicate** **The Cultural Iceberg**

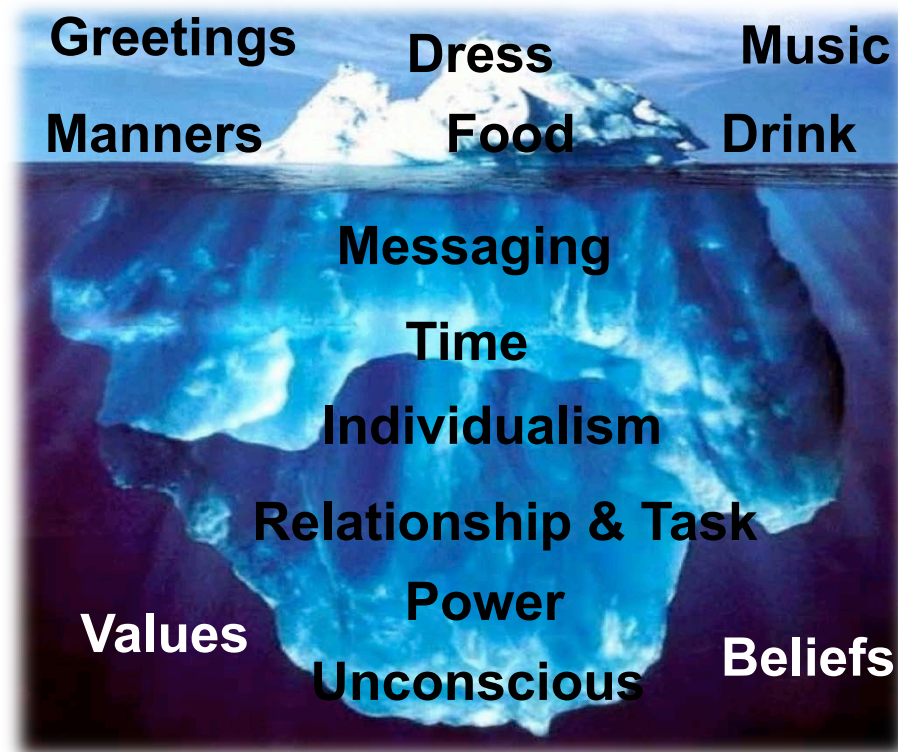


Copyright © Tero International, Inc. 2014



## How We Communicate

### The Cultural Iceberg



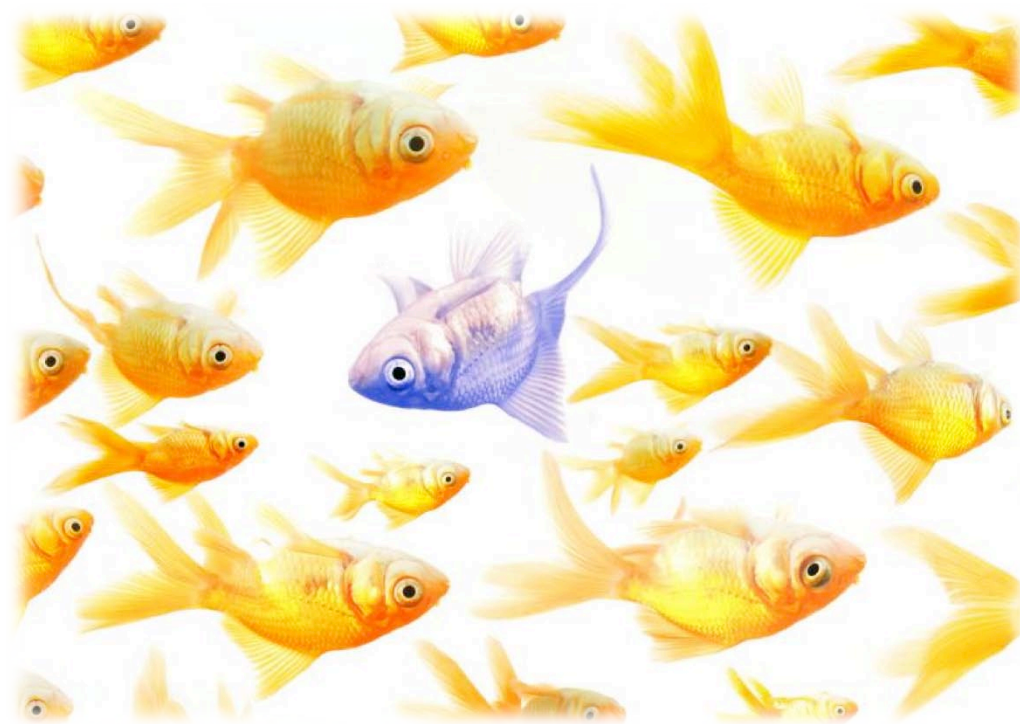
Copyright © Tero International, Inc. 2014

## **Two Discoveries About Communicating Across Cultures**





## **We Don't See Things As They Are, We See Things As We Are**



Copyright © Tero International, Inc. 2014



Copyright © Tero International, Inc. 2014



## **Culture**

is the shared assumptions, values, and beliefs of a group of people which result in characteristic behaviors. These beliefs influence how we communicate.

Copyright © Tero International, Inc. 2014

## **Key U.S. Values**

Speaking Up  
Efficiency/Speed  
Individualism  
Equality



Copyright © Tero International, Inc. 2014



## **Key Chinese Values**

Face  
Family  
Relationships  
Harmony  
Hierarchy

## High-Context



## Low-Context



## Low Context

Impersonal

Direct

Specific



“Tell it like it is, get to the point”

**EXPLICIT**

## High Context

Information through informal channels

Trust

Based on identity in a group

Non-verbal

“Look at this again”

A “yes” that means “no”

# IMPLICIT



## High/Low Context

### Translating low context into high context

- “ I don’t think that’s such a good idea. *Do you think that’s a good idea?  
Are there any other ideas?  
I like most parts of that idea.*

### Translating high context

- “ That is a very interesting viewpoints. *I don’t agree.  
We need to talk more about this.  
You’re wrong.*

## What Are We Saying?



## Country Rankings



## **Language**

- Dialect
- Translation
- Kisho-Tenketsu



## **Lost In Translation**

Use two verbs with a similar meaning every time you need a verb in a sentence. For example: “I got out of bed/arose and stumbled/plodded to the kitchen. I brewed/perked some coffee and made/cooked breakfast.”

## **Kisho-Tenketsu**

“I’m really worried about all the papers the conference participants will receive. It may be very inconvenient for them to have to juggle all those papers. They could become frustrated. We need to do something about it don’t you think? I’m sure everyone will expect it. I was thinking, could we give people something to hold the papers? Is there enough money in the budget to buy some bags?”

## **Separate People from the Problem**

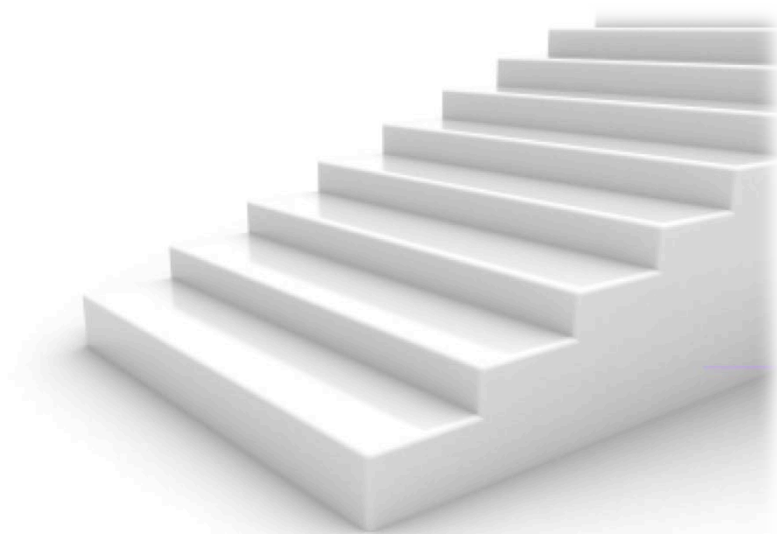
**Build/Preserve the Relationship**



Copyright © Tero International, Inc. 2014

## **Steps To Effective Email and Phone Communications**

- Speak To Values
- Match Context and Style
- Paraphrase/Check In
- Ask Open Ended Questions



## **Explore Your Own Values Around Communication**

Act



Don't React

# *Perception Checking*



- Describe
- Interpret
- Evaluate



**Ask**  
Don't Jump  
to  
Conclusions



## Cross-Cultural Competence In Communication

- Recognize explicit and implicit cultural values.
- Understand their impact on communication.
- Adapt messages appropriately to get best results.
- Work with others to identify or develop shared understanding to enable good collaboration and generate value.



Copyright © Tero International, Inc. 2014

# **Cross-Cultural Competence As a Communicator**

The capacity to generate more accurate perceptions and adapt communication to cultural context.

Language, Values,  
Context, Expressiveness



## **The only message that matters . . .**

is the message  
that is received



Copyright © Tero International, Inc. 2014

# TERO RESOURCES

## ➤ Graduates Only Section

- [www.tero.com](http://www.tero.com)

## ➤ Monthly eZine

- Electronic Newsletter

## ➤ Social Media

