

# 007 STRATEGIES FOR (MORE) SUCCESS IN BUSINESS COMMUNICATION

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**SPRACHENFORUM INTERNATIONAL**

Kommunikation. Emotion. Reflexion

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# A simple question

“Why is communication so difficult?”



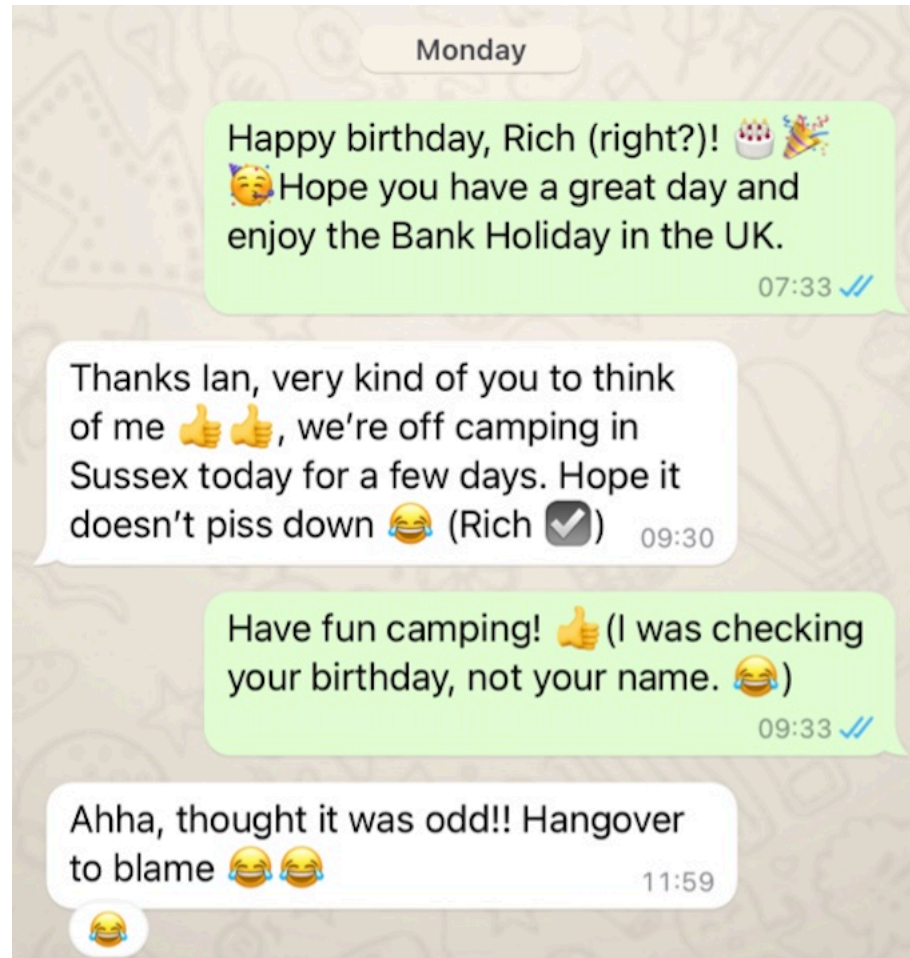
# A simple answer (from Bob Dignen)

“What exactly do you mean by ‘difficult’?”

→ **Questions are the key.** Assume that you don't understand and that you haven't been understood. Then you are probably getting closer to the truth.



# Communication problems?





# One of my nano-corpora

→ “So, I think, you know, we’re managing, you know, an amazing portfolio to deliver, you know, incredible, er, you know, consumer, um, you know, solutions to to every price point.”

→ **James Kitto, Vice-President Sales, UK and Ireland, Samsung Electronics.**  
**Today Programme, R4, 12.8.2021, 7.25 UK time.**

# Not much better...

→ “So, I think, you know, we’re managing, you know, an amazing portfolio to deliver, you know, incredible, er, you know, consumer, um, you know, solutions to every price point.”

- • **James Kitto, Vice-President Sales, UK and Ireland, Samsung Electronics.**  
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WTCP?

# WTCP

Walking, talking communication  
problem



What are the biggest problems when communicating and working together in international teams?

# So, what are the problems?

- Communicating
- Working (together)
- Teams
- International



# Are these really the problems?

- Language
- Cultural issues
- Remoteness





The bad news: this could be the main problem...



# Latest publication with Bob Dignen

- **Part 1:** Fundamentals of communication
- **Part 2:** Essential skills for international teams
- **Part 3:** Phrases for key business situations



# Chapter structure (for most chapters)

- Ask yourself
- Critical incident and feedback
- Useful strategies
- Useful phrases
- Language exercises



# Self-reflection, self-assessment

Communication dimensions		Score
<b>Language</b>		
English	How good are my English-language skills?	
<b>Fundamentals of communication</b>		
Speaking	How well do I get my message across?	
Listening	How effectively do I listen?	
Communication styles	How well can I manage different communication styles?	
Mindsets	How flexible is my mindset when working internationally?	
<b>Forming relationships</b>		
Networking	How much quality time do I invest in networking?	
Trust	How quickly/easily do I build trust with others?	
Team culture	How comfortable am I working within diverse cultures?	
Difficult people	How effectively do I handle “difficult” people?	

# The “D-I-E” approach

- Describe
- Interpret
- Evaluate



# Critical incident (1)

## Critical incident: Trust at work

Here is a situation relating to trust at work. Read through the following text and then answer the questions below. You'll find suggested answers later in the chapter.

Gudrun, a project team member in Hamburg, is feeling frustrated. Jason, her project leader in the UK, has sent her three messages in the past week asking her for an update on her project report. Gudrun feels that Jason doesn't trust her to deliver excellent results in international projects, even though she has been doing that for the past ten years.

Gudrun has invited Jason to a meeting to discuss the situation. She wants to suggest that a working relationship based on greater trust would be more effective.

### What do you think?

1. Why does Gudrun feel there is a lack of trust in the relationship with Jason?
2. Do you agree with Gudrun's view that Jason has a lack of trust in her? What are your reasons?
3. How do you think Gudrun should handle this situation?

# A key message for language teachers...

Often, we can use relatively simple language to carry out very important and even sophisticated tasks in business.

**“I trust you fully with this project.”**



What we need as well as AI is...IA

**IA= intelligent artificiality**

Phrases that may not occur often in naturally occurring (“authentic”) communication but should.

“I trust you fully with this project”



# Words, words, words



# Seen in Munich



# On her/his majesty's (secret) service




# James Bond's communication style

- What are James Bond's strengths and weakness as an international business communicator?



# James Bond: strengths (from “M”)

- He **says his name clearly** when he introduces himself.
- He drinks the best cocktail  and **knows how to charm** the ladies. 😊
- **Uses humour** a lot with friends and foes.
- **Tenacious**. In order to reach his goal, he’s prepared to almost die to get to the bottom of his opponent’s secrets.
- Not arrogant. He **respects people** whether they are rich or poor.
- He **listens to what people say** and absorbs the information fast.
- Always **ready to help** his colleagues and bring justice if they have been wronged.
- **Interested in other countries and customs**, prepared to try out new food.
- Has a **good network of business acquaintances** wherever he goes.

# James Bond: weaknesses ( from “M” )

- **Can be cocky** because he knows how good he is and has a quick grasp of things.
- **Can be ruthless** if he had no use of someone or if he's threatened.
- Not forgiving. At times **jumps too quickly to the wrong assumption.**
- **Very little patience.** No time for fools or show offs.
- Headstrong. Stubborn. He does what he feels is right and **doesn't always listen to his boss or follow orders.**

# Seven simple(ish) strategies

- **Listen well:** stay a little longer in the other person's world
- **Reserve judgment:** wait till you've thought and got the facts
- **Be curious:** ask questions, be interested in the answers
- **Look for positive intent:** it's there more often than you think
- **Be clear and explicit:** say what you're (not) saying and why
- **Clarify, clarify:** "When you say...what (exactly) do you mean?"
- **Get a lot from a little:** "I trust you fully with this project."



Practice makes 

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# Something to remember 🤔

“ Doubt is the origin of wisdom.

—  
René Descartes

Do contact me! No, really. 🤗

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