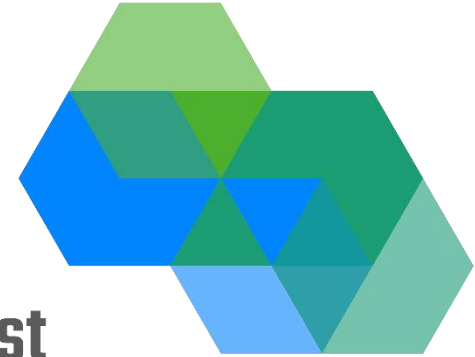




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IRAN-BELGIUM & LUXEMBOURG
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MidEast
Dynamic Solutions Ltd.

BETTER INTERNATIONAL COMMUNICATION THROUGH INTERCULTURAL MANAGEMENT

Khshayar Ataie, 15 Nov. 201

شرکت پویاراهکار خاورمیانه

با همکاری اتاق بازرگانی و صنایع ایران، بلژیک و لوکزامبورگ



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THE AGENDA

- About US
- Why Global English Strategy
- Tools and Instruments
- One example: Ofstede's model for intercultural management
- Success Stories

MidEast Dynamic Solutions



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- We are a network of local and international consultants, coaches and mentors
- right connections, contacts and relationships by build bridges and develop businesses
- training and coaching, capacity building and empowerment services



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WHY GLOBAL ENGLISH STRATEGY

- Conglomerates and big-sized enterprises

...Giants like SAMSUNG

- The era of communication... connection matters..
- First 10-seconds chance

- Emotional intelligence is literacy (according to UNESCO)

GLOBAL
ENGLISH
STRATEGY

HIGH CONTEXT VS. LOW CONTEXT CULTURES

- Less verbally explicit communication, less written/formal information
- More internalized understandings of what is communicated
- Multiple cross-cutting ties and intersections with others
- Long term relationships
- Strong boundaries- who is accepted as belonging vs who is considered an "outsider"
- Knowledge is situational, relational.
- Decisions and activities focus around personal face-to-face relationships, often around a central person who has authority.



- Rule oriented, people play by external rules
- More knowledge is codified, public, external, and accessible.
- Sequencing, separation--of time, of space, of activities, of relationships
- More interpersonal connections of shorter duration
- Knowledge is more often transferable
- Task-centered. Decisions and activities focus around what needs to be done, division of responsibilities.



NOTION OF TIME



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- MONOCHRONIC VS POLYCHRONIC CULTURES

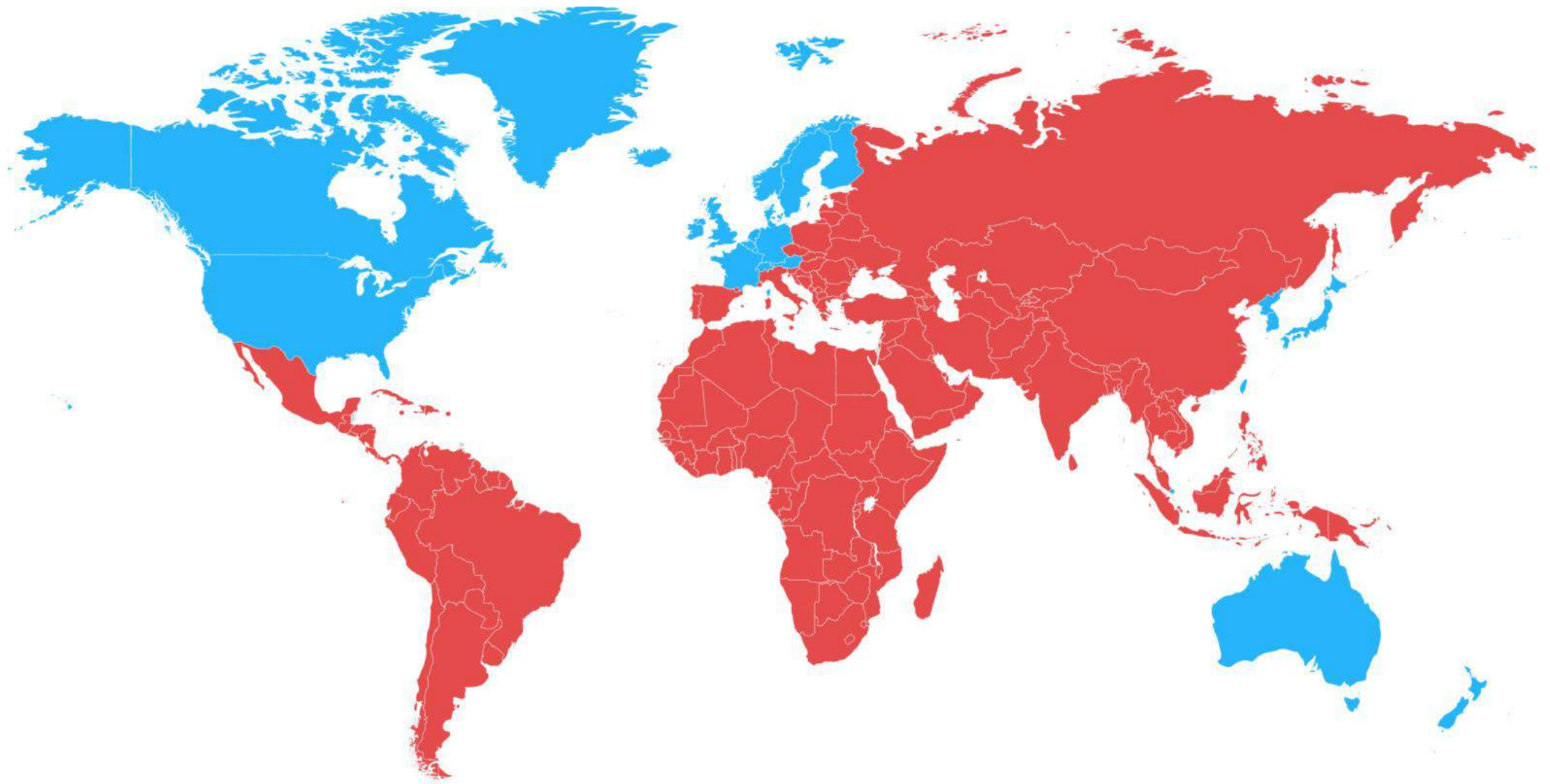


MONOCHRONIC VS POLYCHRONIC

- DO JUST ONE THING AT A TIME
- DO THINGS IN TURN
- FIRST THEY FINISH ONE THING
- ORDER IS CRUCIALLY IMPORTANT

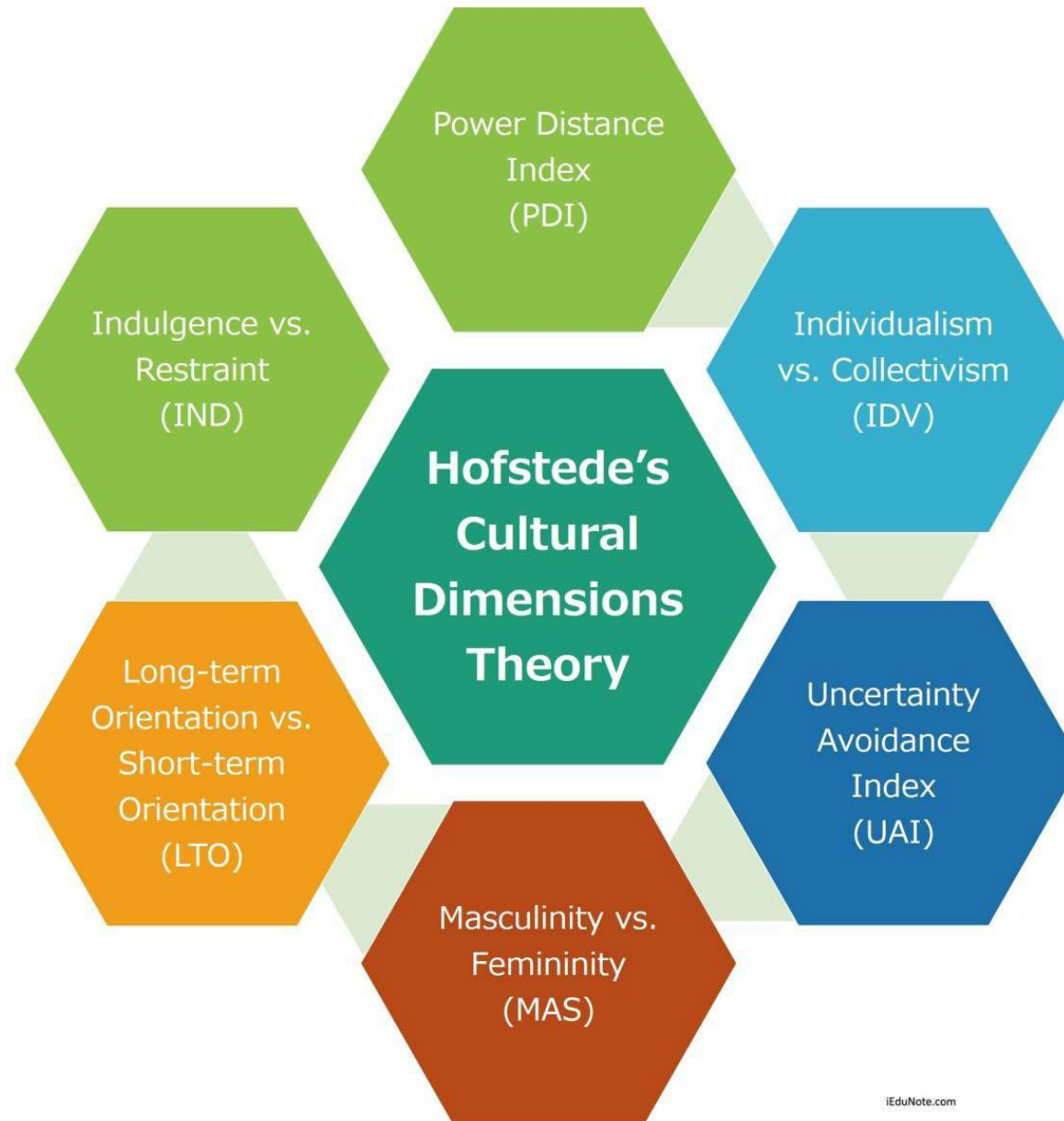
- DO MANY THINGS AT A TIME (THE MORE THE BETTER)
- PREFER MIXING AND COMBINING THINGS
- ORDER IS NOT IMPORTANT AT ALL

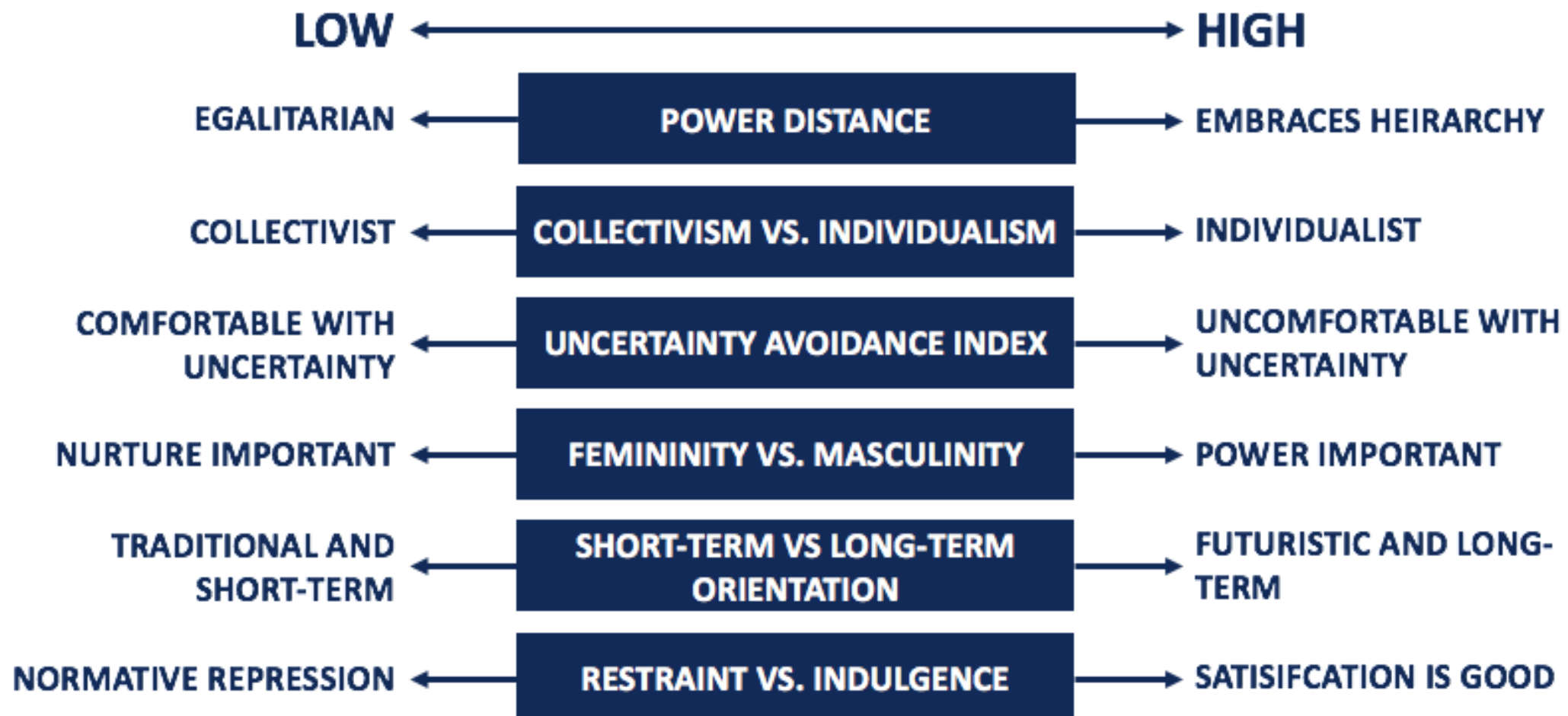
■ Monochronic
■ Polychronic



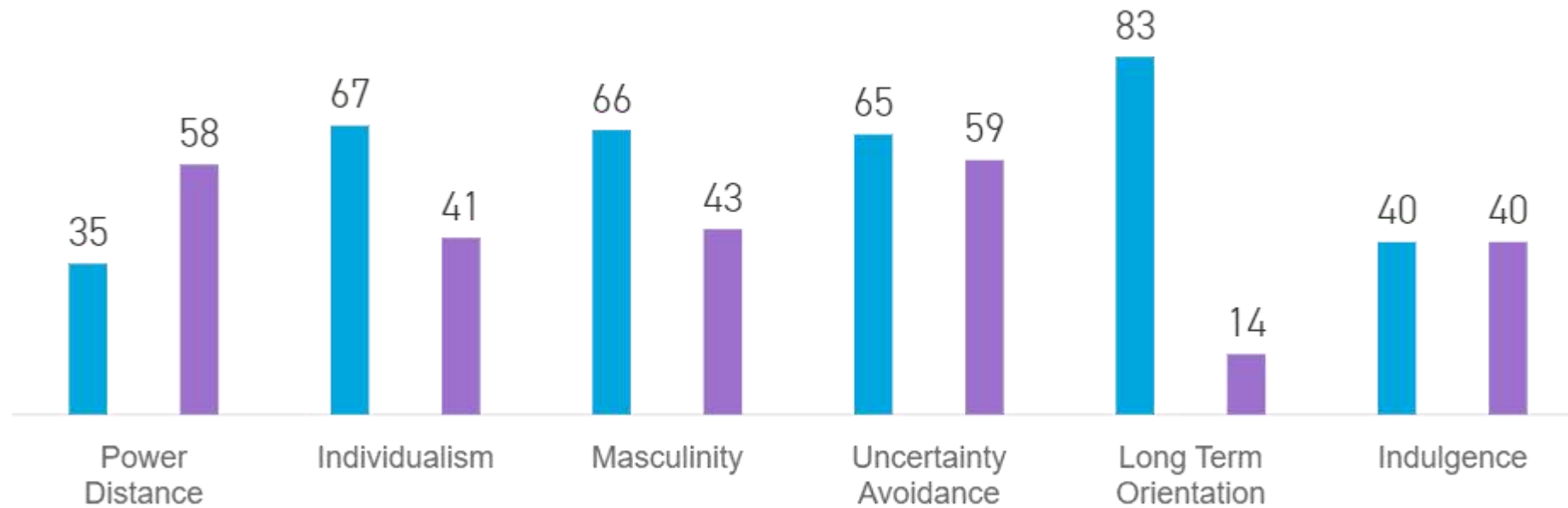
HOFSTEDE'S INTERCULTURAL MODEL







<https://www.hofstede-insights.com/product/compare-countries/>



INTERACTIVE



Group Discussions

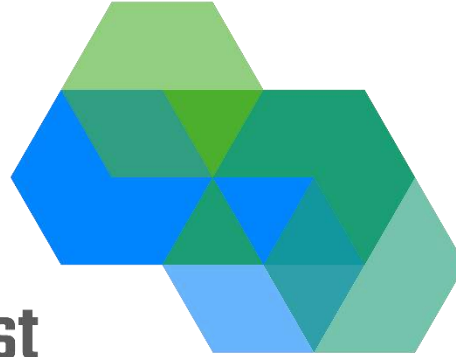


Some old lessons
in Istanbul, 2015





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Thanks for your attention!

Khashayar Ataie

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