

# CULTURAL AWARENESS IN DAILY WORLDWIDE BUSINESS

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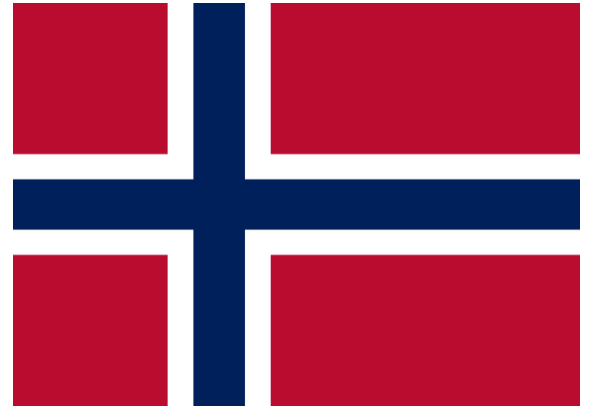
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# BACKGROUND



The Business School  
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# I AM I NORWEGIAN?

# A FEW PERSONAL EXAMPLES

- Linear time
- Planning a summer party in Norway
- French feedback style

# MANAGING GLOBAL TEAMS

- Team Profile in my prior role – Direct Reports:
  - German
  - Norwegian
  - Danish
  - Scottish x5
  - Spanish
  - Romanian x2
  - Zimbabwean
  - Azeri

# | STRATEGIES

# FLEXING

- Purposefully plan your action(s) and get feedback from a “friend” in the new culture
- Be aware of the risk to overshoot and you can come across as not genuine

# FRAMING

- “Talk, Talk, Talk”
- Use this approach when there are cultural assumptions attached to your behavior
  - When you need someone else to accept or adapt to your style
- **Appearing inflexible**



# BRIDGING

- Cultural Translator
- Someone who has high level of Cultural Awareness
  - Of your culture as well as the one you operate in

# STRATEGIES IN ACTION

- ← Communication: Adapt to lowest context
- → Disagreeing: Avoid Confrontation (Don't break relationships)
- → Evaluating: Indirect negative feedback
- → Trusting: Relationship Based



**I THANK YOU**