

# GLOBAL BUSINESS SKILLS

## COMMUNICATION, CULTURAL COMPETENCY, AND RELATIONSHIP BUILDING

### WORKING IN A GLOBAL BUSINESS ENVIRONMENT

#### HOW WORKING WITH AN INTERNATIONAL TEAM IS DIFFERENT

In a global business environment, you work with colleagues from many different cultures who speak different languages and have different professional and social norms than your own. We all have unconscious biases introduced by our own cultures. To successfully build shared understanding and relationships across cultural boundaries, you must understand your own cultural biases.

#### WHY GLOBAL BUSINESS SKILLS ARE IMPORTANT

Employers value recent college graduates who can remain professional in diverse situations. The ability to work effectively across cultural boundaries and geographies provides you the skills needed to excel in a global work environment.

#### FOUR IMPORTANT SKILLS FOR WORKING IN GLOBAL BUSINESS



#### TEAMWORK AND COLLABORATION

Employers look for candidates who work well in group settings. Teams that work effectively with one another to meet deadlines and complete projects will lead to overall better outcomes for the company. The ability to develop and demonstrate these skills will help you in your future job search.

#### COMMUNICATION

Almost every recruiter or hiring manager will list oral and written communication in a job description because it is one of the most important aspects of any role in any industry. By focusing on honing your professional communication skills now you will be better positioned for faster success in your future profession.

## CULTURAL COMPETENCY

Employers want to know their employees will be accepting, understanding, respectful, and empathetic to the traditions, values, and practices of their global colleagues and possess the ability to reserve judgement and focus on understanding the impact of cultural biases on work styles to achieve results across cultural boundaries.

## RELATIONSHIP BUILDING

Possessing the capacity to build rapport and trust with your colleagues, both locally and globally, shows employers you will bring value to their company by expanding their network and business reach.

## TEAMWORK AND COLLABORATION IN GLOBAL BUSINESS

| TEAMS THAT <b>WORK WELL</b> AND COLLABORATE   | TEAMS THAT <b>DO NOT WORK WELL</b> OR COLLABORATE  |
|---|--|
| <ul style="list-style-type: none"> <li>→ Meet important project deadlines</li> <li>→ Efficiently delegate and complete tasks</li> <li>→ Accomplish improved project outcomes</li> <li>→ Cultivate employee skills and strengths</li> <li>→ Enhance employee satisfaction and retention</li> <li>→ Grow company network and business</li> <li>→ Overall improve business outcomes</li> </ul> | <ul style="list-style-type: none"> <li>→ Do not meet project deadlines</li> <li>→ Inefficiently use employee strengths to complete tasks</li> <li>→ Reduce positive project outcomes</li> <li>→ Do not develop employee skills and strengths</li> <li>→ Decrease employee satisfaction and retention</li> <li>→ Inhibit relationships and growth of company</li> <li>→ Overall reduce business outcomes</li> </ul> |

## HOW TO BUILD TEAMWORK AND COLLABORATION SKILLS

|                         |  |
|-------------------------|--|
| <b>SELF-AWARENESS</b>   | Observe your behaviors, interactions, and reactions to situations in school, your personal life, or at work. Reflect on how your cognitive, or unconscious, bias for your own values, beliefs, and culture influence these situations. |
| <b>ACTIVE LISTENING</b> | During conversation, give the speaker your undivided attention, make eye contact, ask clarifying questions, provide feedback, and understand where the speaker is coming from.   |

## SESSION 5

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|------------------------|--|
| <b>TIME MANAGEMENT</b> | People often underestimate the time and effort it takes to get the job done. Be realistic with how much time you have to complete your required tasks, keep in mind the differing time zones, and reset your expectations early when issues arise.     |
| <b>BE CURIOUS</b>      | Foster a 'growth mindset'. If you find something that interests you: research it, learn more, and grow. Be open minded and willing to learn from your global colleagues.   |
| <b>LEADERSHIP</b>      | Take initiative with group projects in school to practice leading and designating tasks to others. Create a study group and assign a time and place for everyone to meet.  |
| <b>FORGIVENESS</b>     | Everyone makes mistakes. Be empathetic with your global colleagues and seek to understand a situation before judging. Look at the situation from their point of view, how would you feel if you were in their shoes? How would you want to be treated? |
| <b>PURPOSE</b>         | Find your purpose: in school, in your career, and in life. Let your purpose be your inspiration and motivation. Having purpose will help drive your career and your drive to work harder when working in a team in your future job.                    |

## RESOURCES ON TEAMWORK AND COLLABORATION

- 'Does Teamwork Really Make the Dream Work? In the Workplace, Yes' – Alycia Wyant with Cornerstone University  
<https://www.cornerstone.edu/blogs/lifelong-learning-matters/post/does-teamwork-really-make-the-dream-work-in-the-workplace-yes>
- 'The Top 7 Skills Needed for Success in International Business' – Katie Reynolds with Hult International Business School  
<https://www.hult.edu/blog/skills-needed-in-international-business/>
- '11 Key Characteristics of a Global Leader' – James G. Clawson with UVA Darden  
<https://ideas.darden.virginia.edu/11-key-characteristics-of-a-global-business-leader>

## PROFESSIONAL COMMUNICATION IN GLOBAL BUSINESS

### AVOID MISUNDERSTANDINGS DUE TO BREAKDOWNS IN COMMUNICATION

- We rely on body language to help us interpret what someone is really saying to us. In text-based communication, body language is non-existent. You can't see the sender's facial expressions, hear their tone of voice, or their posture or other nonverbal communication. More precise communication is needed when you are not face to face with someone and you must confirm that your message was received as you intended it and not misunderstood.
- Delays in email or other text-based communication often lead to misunderstandings regarding the urgency of the request. Always state the due date for a request and follow-up on the request at least one day before the due date if you have not received confirmation from the recipient.
- Misaligned vocabularies often cause misunderstandings. Don't assume the recipient knows business terms or acronyms that you think are common in your industry.

## RESOURCES ON PROFESSIONAL COMMUNICATION

‘How to Communicate Like a Boss’ – Paul Richovsky with Top Resume

<https://www.topresume.com/career-advice/how-to-communicate-like-a-boss>

‘The Beginner’s Guide to Professional Communication’ – Ransom Patterson with College Info Geek

<https://collegeinfo geek.com/professional-communication-guide/>

‘The Importance of Communication in International Business’ – Debbie McRill with BizFluent

<https://bizfluent.com/info-7761139-importance-communication-international-business.html>

National Center for Cultural Competence – Georgetown University

<https://nccc.georgetown.edu/index.php>

‘How Different Cultures Understand Time’ – Richard Lewis with Business Insider

<https://www.businessinsider.com/how-different-cultures-understand-time-2014-5>

‘How to Avoid the Communication Barriers of Chat and Text’ – Tim Eisenhauer

<https://axerosolutions.com/blogs/timeisenhauer/pulse/392/how-to-avoid-the-communication-barriers-of-chat-and-text>

‘6 Causes of Miscommunication – How to Use Plain Language Effectively’ – Michael Lewis

<https://www.moneycrashers.com/causes-miscommunication-use-plain-language/>

## RELATIONSHIP BUILDING – WHY YOU SHOULD BE A CONNECTOR

- In the book *The Tipping Point*, author Malcolm Gladwell talks about three different types of people: mavens, connectors, and salespeople. Connectors are the ones who know large numbers of people across different social, cultural, and professional circles, and make a habit of introducing people who work or live in different circles.
- Connectors make change happen through people and they are recognized as valuable contributors to business strategy because of their power to bring the right resources to solve a business issue.
- Become a connector by accumulating as many business contacts as possible from different industries and job types. LinkedIn is the best place to start by asking people to join your LinkedIn network.
- Every time you meet a new person, collect their business card and keep notes about your interaction with them. This information should be put into an application for tracking contacts. Always connect on LinkedIn immediately with everyone you meet.
- Include the following information for each contact:
  - Company and position held
  - Contact details (phone, email, website)
  - Date of your first meeting and why you met
  - Who introduced you or other people that you both have in common
  - Notes about their personal life they share with you – name of spouse, children, hobbies, etc.
  - Any special skills or interest that could be used to connect with others
- Refer back to these notes when meeting again with these contacts to show them you listened and are interested in their success.
- Use these notes to suggest introductions with other people in your network who may benefit from the connection.

→ These connections will benefit you over time because they can make introductions to you for job opportunities.

## KEY FACTORS TO BUILD LONG-TERM RELATIONSHIPS

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|-------------------------------|--|
| <b>MUTUAL RESPECT</b>         | Show your global colleagues respect for their culture through your written and oral communication, gestures, and actions. Be willing to learn more.  |
| <b>WELCOMING DIVERSITY</b>    | Welcoming diversity refers to cultural competency and respecting where your colleagues came from and what they believe and value.  |
| <b>SMALL TALK</b>             | Genuinely take time to get to know your global colleagues, ask about their interests. You will form a stronger personal connection, making business easier and sow the seeds for future collaboration and trust. |
| <b>OPEN COMMUNICATION</b>     | Be transparent with global colleagues to earn their trust and build rapport.   |
| <b>IDENTIFY NEEDS</b>         | Identify how you and your global colleagues will benefit from the relationship.  |
| <b>TIME</b>                   | Devote time in your schedule to reach out to colleagues, chat over coffee, discuss aspects of their lives that are important to them.  |
| <b>EMOTIONAL INTELLIGENCE</b> | Understanding your own emotions and how they contribute to your work and relationships will help you better manage your reactions and interactions with global colleagues.                                       |

## ChatGPT Questions for Global Business Skills

- ✓ How are business communications styles in <country 1> different from <country 2>?
- ✓ Provide tips on how I can be a good connector at work.
- ✓ How do I start a conversation at work with someone I don't know?

## RESOURCES ON RELATIONSHIP BUILDING

'The Tipping Point: How Little Things Can Make a Big Difference' – Malcom Gladwell

'Building Relationships Across Cultures and Nationalities' – Maria Henze with Executive Secretary

<http://executivesecretary.com/building-relationships-across-cultures-and-nationalities/>

'How to Build Good Working Relationships in Your New Job' – Michael Page Online Journal

<https://www.michaelpage.co.uk/advice/career-advice/growing-your-career/build-good-relationships>