



Explore | Expand | Enrich

SOCIAL AND CULTURAL ETIQUETTE

- CUSTOMS
- TRADITION
- LANGUAGE



CUSTOMS AND TRADITION

Traditional Etiquette

- Types of companies
 - Family-run business
 - Hi-tech western methodologies
- Most decision – top of organization
- Hierarchy is in effect everywhere
- Proxemics – People stand 3 feet apart



CUSTOM

Cross Cultural Competence

- Understanding & communicating with people across cultures

Core aspects

- Stay focused on goals
- Understand culture within
- Manage attitude towards culture
- Direct learning of culture
- Learn and cope with culture



CULTURE

IEP – Who is it?

- Inter-culturally Effective Person
- Living and working in another culture
- Gain respect of other culture people
- Capable of adjusting personally to cope up



CULTURE

Core aspects of IEP

- Adaptation skills
- Knowledge & understanding of culture
- Relationship building
- Intercultural communication
- Organizational skills
- Personal and Professional commitment



LANGUAGE

Aspects of language etiquette

- Polite phrases
- Foul language
- Language etiquette
- Unconscious mistake



LANGUAGE

Words to use

Polite phrases include

- Please
- Thank you / Welcome
- May I
- Pardon me

Words not to use

Words to be avoided include

- No problem
- Yep, Yeah, and Nope
- Any curse words



SUMMARY

- Traditions: Indian and Western
- Cross cultural competence
- IEP – Interculturally Effective Person
- Language and its aspects

