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# INCOSE Webinar Series

Wednesday 17<sup>th</sup> February 2021 – Webinar 147

## Global Business Best Practices



Courtney Wright, Bhautik Vadher and Serge Landry

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# Global Business Communication Best Practices



# Speakers



**Courtney Wright**

*Certification  
Program Manager  
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**Bhautik Vadher**

*Intern at INCOSE,  
4<sup>th</sup> year Mechanical  
Engineering Student at  
University of South  
Australia*



**Serge Landry**

*INCOSE Director  
Asia Oceania  
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# Summary

Experience gained working with **team members** operating **from different parts of the globe** has taught us that small adjustments in meeting structure and rotating the timing of meetings **can bring significant value** in global businesses.

In **this webinar**, we will discuss:

- What **challenges** can form due to different backgrounds, cultures, language barriers, and the most crucial, time zone differences.
- What **enhancing practices** can overcome the above challenges in global business.
- What information were collected from INCOSE Café and interviews with INCOSE leaders around the world. We will be sharing their **thoughts, experiences and advices** for optimizing global business.

# Q&A with INCOSE Leaders



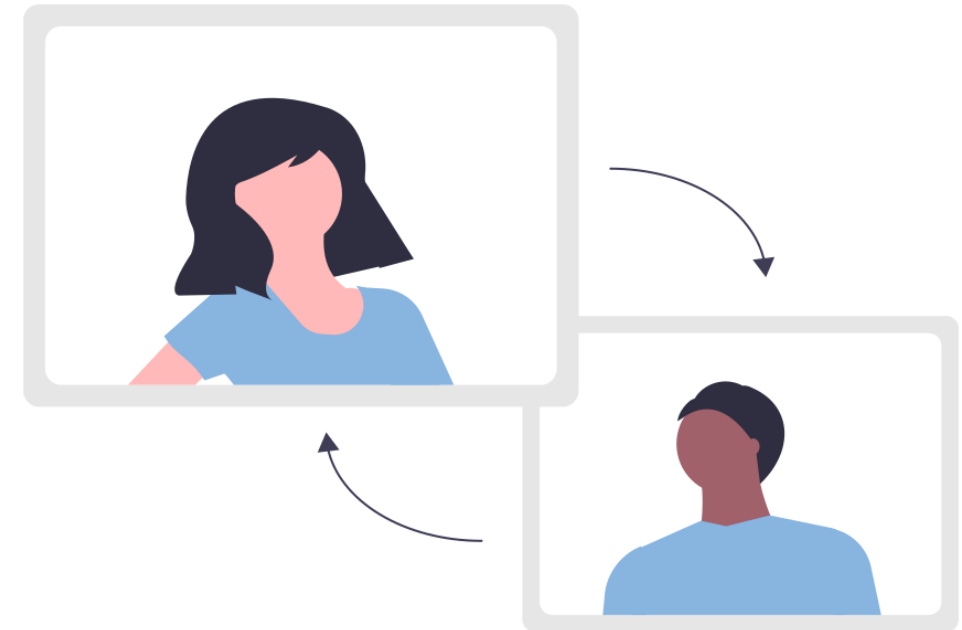
## Practices done poorly in the professional world



- Language: Slangs and acronyms
- Different types of English
- Respecting local differences and Customs
- Listening to feedback
- Time zone

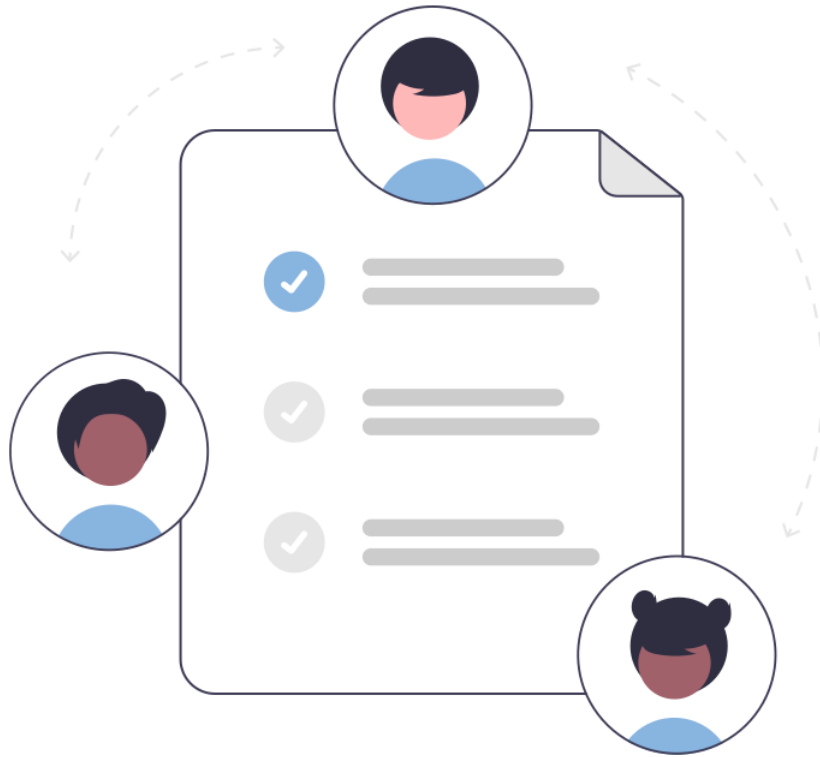
# Example of Good practices which should be generalized

- Time difference and culture difference
- Sharing a meeting time pain
- Asking member to talk or share the ideas





## List of differences between the US and Australia



- Time of the day
- English expression
- Culture difference
- Traditional and Government holidays
- The season of the year
- The value of “dollar”

# Language or Communication



- Lost in translation
- Tone used in language
- Mannerism and Gesture

# Speaking



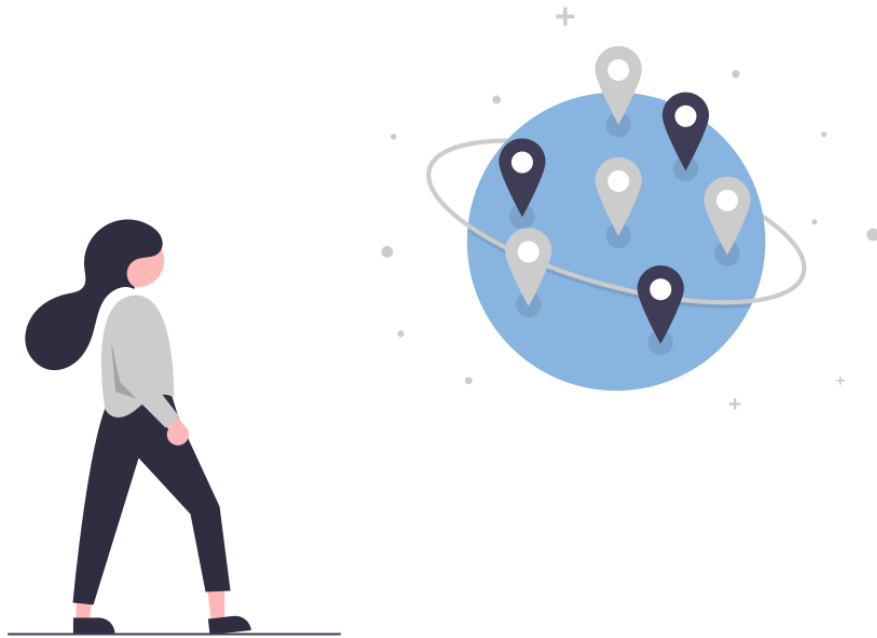
- Target
- Information
- Process
- Style

# Listening



- Support the start
- Focus on conversation
- Use Interjection
- When to stop listening

# Time difference

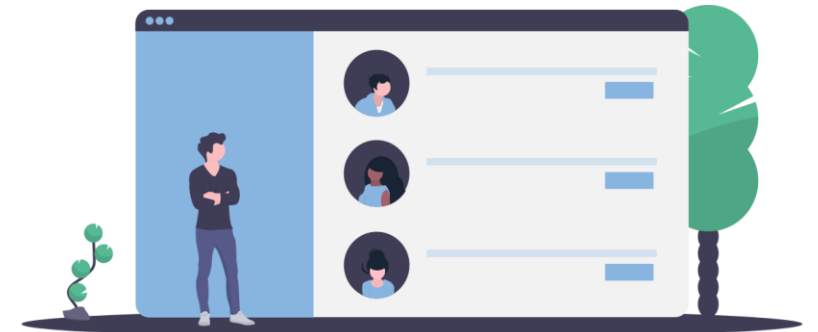


- Check time zone of attendees
- Use time zone to increase productivity
- Long meeting or Short meeting?
- Meeting agenda helps.

# Culture difference – as an opportunity!



- Culture's role in business – building trust, identifying new ideas
- Different culture practices - many different ways.
- How culture can affect business? +/- team building, customer engagement, source of transformation.



# Business Etiquette

- Formality of Address – title and full name vs first name
- Rules and Regulation – norms and practises, both at work and outside
- Working hours -commitment vs efficiency





Question?



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