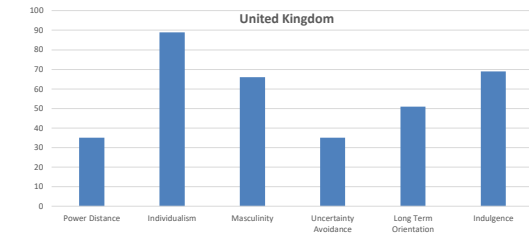
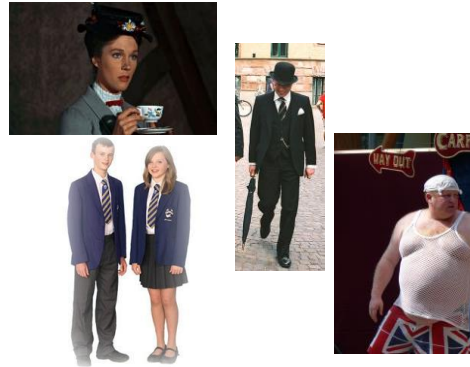


Doing Business with the British



Power distance (35/100):

= inequalities should be minimized

- *conflicts with British class system*
- *importance of birth rank vs. equality of opportunity*

Individualism (89/100):

= highly individualist & private people

- *route to happiness through personal fulfillment*
- *rise of rampant consumerism*
- *strengthening of "me" culture*

Masculinity (66/100):

= highly success-oriented & driven

- *conflicts with British culture of modesty & understatement*
- *live in order to work*

Uncertainty avoidance (35/100):

= “make it up as they go along”

= “muddling through”

- *change plans as new info comes to light*
- *comfortable in ambiguous situations (“muddling through”)*
- *planning not detail-oriented*
- *processes kept fluid and flexible*
- *short planning horizons*

Highly individualist + curious =

- *high level of creativity*
 - *strong need for innovation*
- *thrive in highly creative industries, e.g. advertising, marketing, financial engineering*

Long Term Orientation (51/100):

= no dominant preference

Indulgence (69/100):

= classified as indulgent

- *place more importance on leisure time*
- *more likely to voice opinions and give feedback*
- *more likely to leave organization if not happy in role*



When Doing Business



In the business world

- ❖ individualistic but like to work in teams
- ❖ strong feeling of individual accountability
 - ❖ concept of “fair play”
 - ❖ expect decisions/results
- ❖ do not generally use academic titles

Meetings

- ❖ start & conclude on time
- ❖ generally informal in style
- ❖ begin & end with social conversation
- ❖ opinions encouraged & listened to
- ❖ advance papers may not have been read!

Use of language

- ❖ avoid saying “no”
- ❖ use “softeners” and deliberate understatement
- ❖ indirect communication
- ❖ humour used as defence mechanism
 - ❖ dislike “hard sell”