

# CHECKLIST FOR THE GLOBAL BUSINESS TRAVELER



## 1. Research Geography, News, Weather, & Language

When a work trip comes up, I go straight to Google Maps to see where in the world I'll be. It's good to understand not only where you are, but also what neighboring countries, provinces, or states are nearby.

From there, I do a news search to see what's going on in the area. Knowing about local events, especially sports, can be a terrific way to start conversations that establish rapport and build trust.

Likewise, knowing typical weather patterns helps with packing, and with small talk. Recently, a client told me I must have brought the North Carolina sunshine to London because just two weeks earlier it was snowing! We went on to have an amusing discussion about the weather and many other tidbits that helped us get to know one another better and build the relationship.

Lastly, I always take the time to learn Hello, Goodbye, Please, and Thank you in local languages. It demonstrates an appreciation for the country, and shows that you've prepared for the trip, which is important across cultures.



## 2. Understand Cultural Norms

When we teach culture, we emphasize that it's impossible to memorize every nuance of interactions in a specific country. Instead we recommend a deep understanding of the ICAM® model and the recognizable behaviors that manifest for each cultural dimension.

For example, if global colleagues introduce themselves with their full names, including title, and people address you by your title and surname, it is safe to assume you are in a more formal, hierarchical culture and you can adapt your style accordingly.



## 3. Make a Great Impression with Greetings and Gifts

The book "Kiss, Bow, or Shake Hands" put it beautifully – what do you do when you walk into a room?

Some cultures exchange business cards in highly ritualized ways, while they are an afterthought in others. Likewise, many westerners don't even think of bringing a gift when they travel for work, and their Asian colleagues wouldn't think of leaving home without one.

This is a case where country specifics are important. You want to make the best first impression with appropriate greetings and gifts.

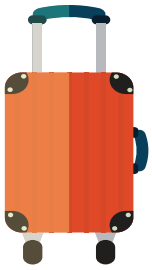




## 4. Present and Negotiate Effectively

Success looks different around the world. A powerful presentation in your home country could be a complete failure in one you are visiting. Learn the keys to adjust your style and materials for the greatest impact.

Definitions of success apply to negotiations as well. Some cultures seek win/win outcomes; others strive to get the best deal possible, even if it damages the relationship. Know what you are walking into before you go and prepare for that approach.



## 5. Memorize a Few Tips for Success

While you can't memorize everything about a culture, it never hurts to remember a few tips for success. What are the biggest faux pas? How should you react to silence? What can you do to establish credibility as a woman traveling globally?



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