

Fokusthema: Methoden für zielführende Kommunikation

Intercultural Business Communication

How to decode how people think, lead and get things done around the globe

mit Melanie von Groll

29. April 2021



Intercultural Business Communication

Deutsche Bildung

Session on April 29, 2021

Melanie von Groll

„Culture eats strategy for breakfast.“

Peter Drucker



Intercultural Dimensions

Source: Erin Meyer, The culture map (2015)

Intercultural Dimensions

Low context

1. COMMUNICATING

High context

Source: Erin Meyer, The culture map (2015)

Intercultural Dimensions

Low context	1. COMMUNICATING	High context
Direct negative feedback	2. EVALUATING	Indirect negative feedback

Source: Erin Meyer, The culture map (2015)

Intercultural Dimensions

Low context	1. COMMUNICATING	High context
Direct negative feedback	2. EVALUATING	Indirect negative feedback
Confrontational	3. DISAGREEING	Avoiding confrontation

Source: Erin Meyer, The culture map (2015)

Intercultural Dimensions

Low context	1. COMMUNICATING	High context
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Confrontational	3. DISAGREEING	Avoiding confrontation
Principles-first	4. PERSUADING	Application-first

Source: Erin Meyer, The culture map (2015)

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Consensual	5. DECIDING	Top-down

Source: Erin Meyer, The culture map (2015)

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Egalitarian	6. LEADING	Hierarchical

Source: Erin Meyer, The culture map (2015)

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Egalitarian	6. LEADING	Hierarchical
Task-based	7. TRUSTING	Relationship-based

Source: Erin Meyer, The culture map (2015)

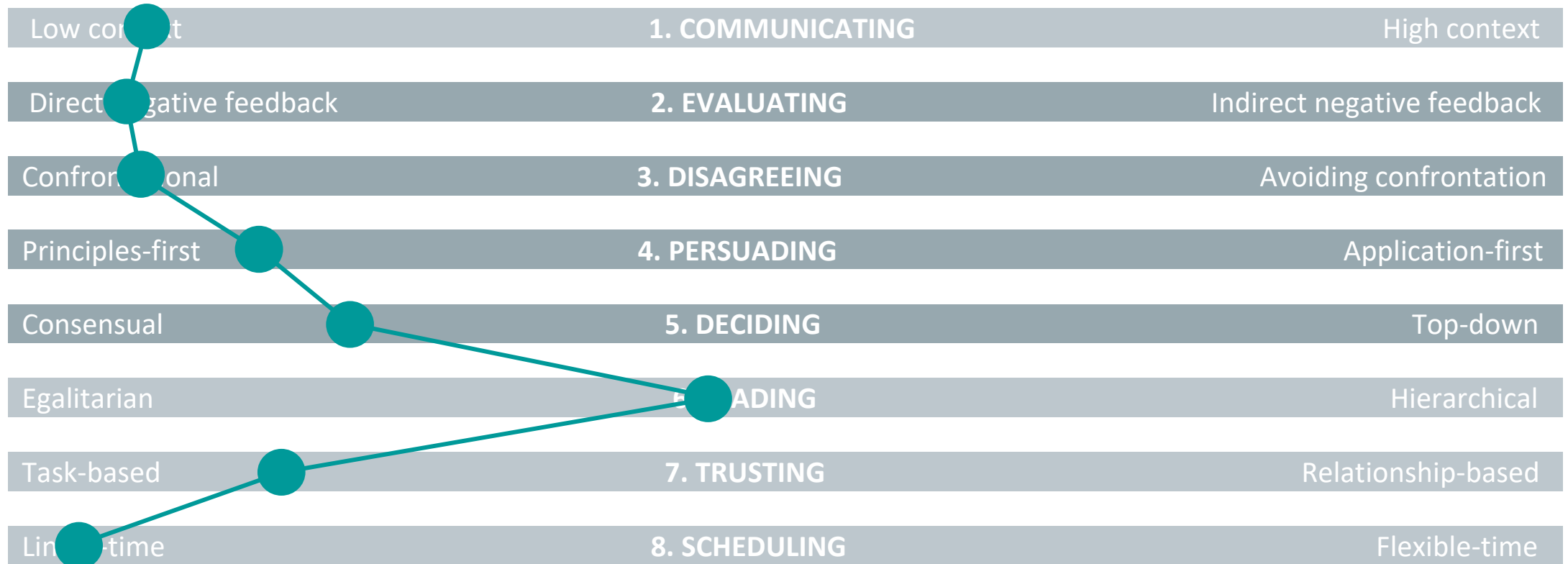
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Task-based	7. TRUSTING	Relationship-based
Linear-time	8. SCHEDULING	Flexible-time

Source: Erin Meyer, The culture map (2015)

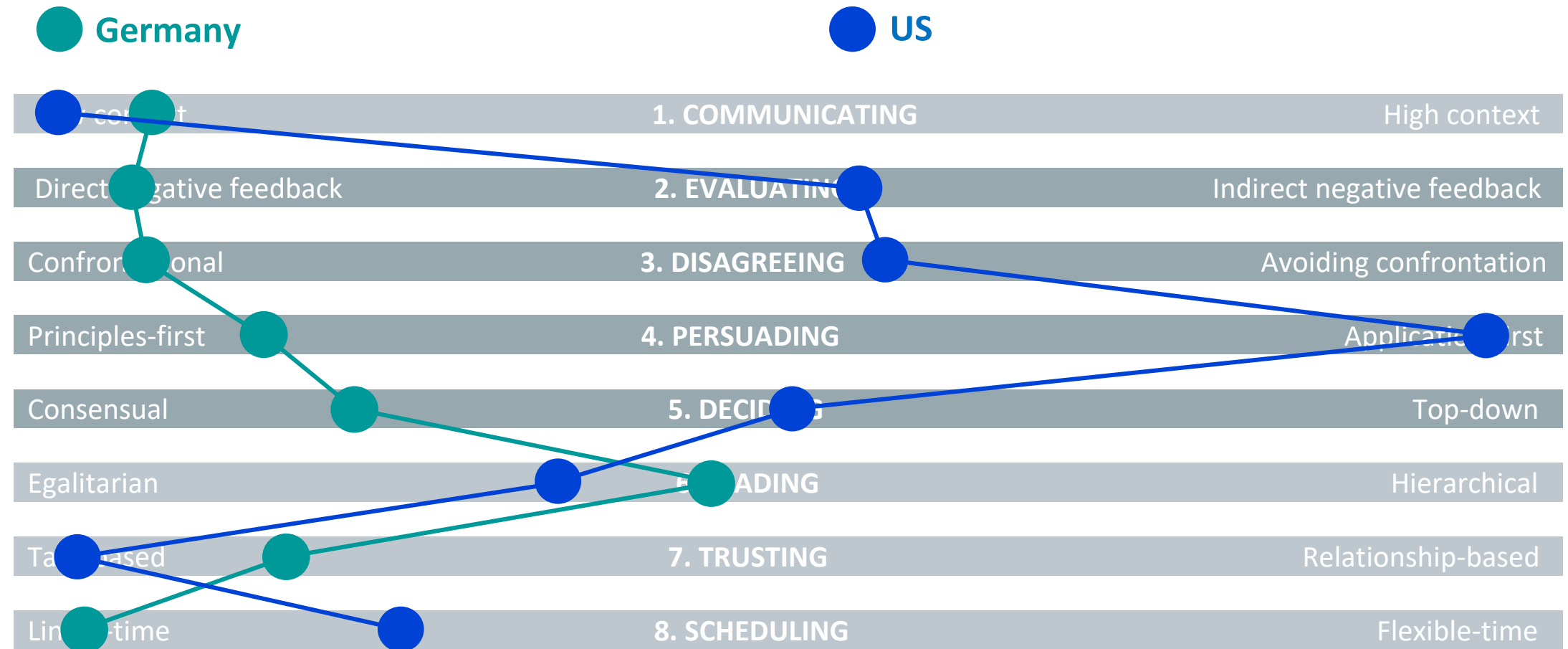
Intercultural Dimensions

● Germany



Source: Erin Meyer, The culture map (2015)

Intercultural Dimensions



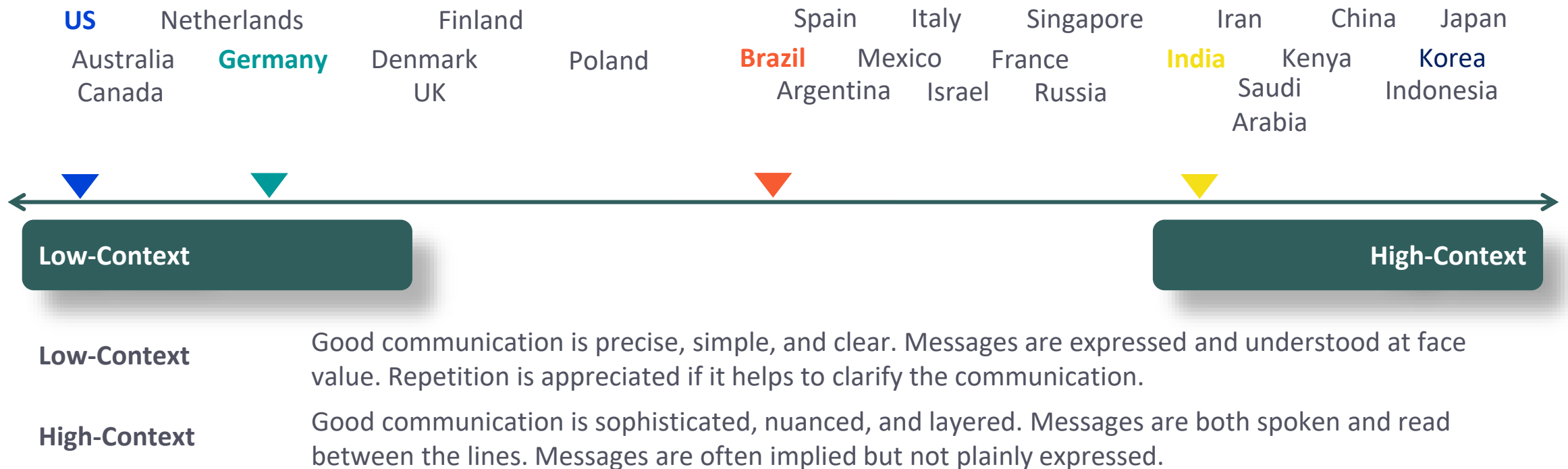
Source: Erin Meyer, The culture map (2015)

1. COMMUNICATING



**Low context
vs
High context**

1. COMMUNICATING



Source: Erin Meyer, The culture map (2015)

2. EVALUATING



**Direct negative feedback
vs
Indirect negative feedback**

2. EVALUATING



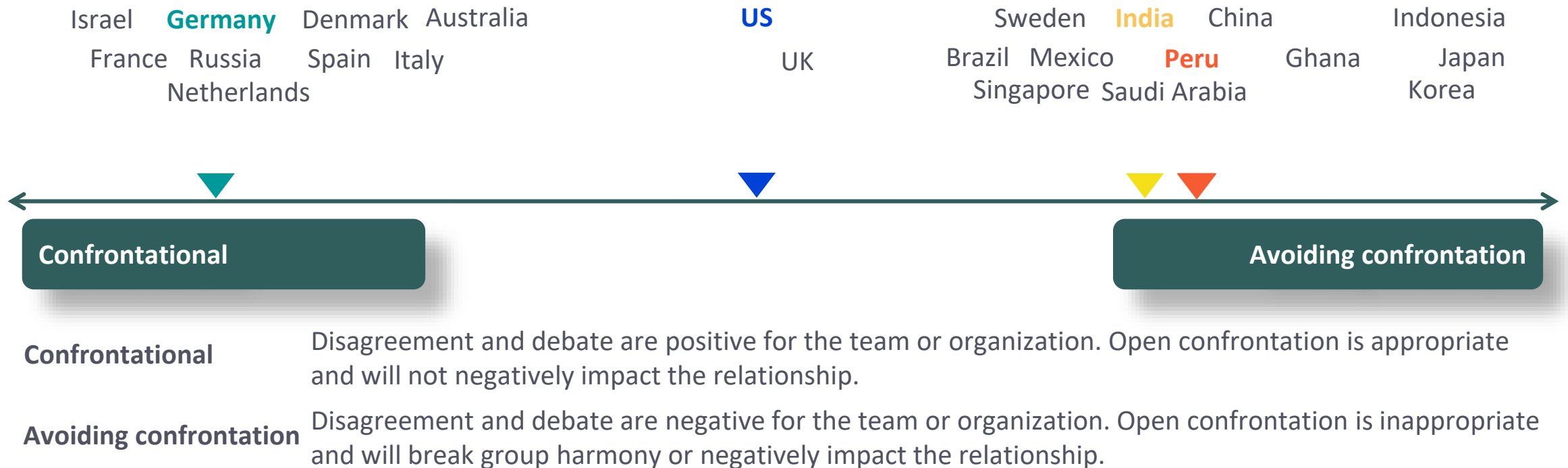
Source: Erin Meyer, The culture map (2015)

3. DISAGREEING



**Confrontational
vs
Avoiding-Confrontation**

3. DISAGREEING



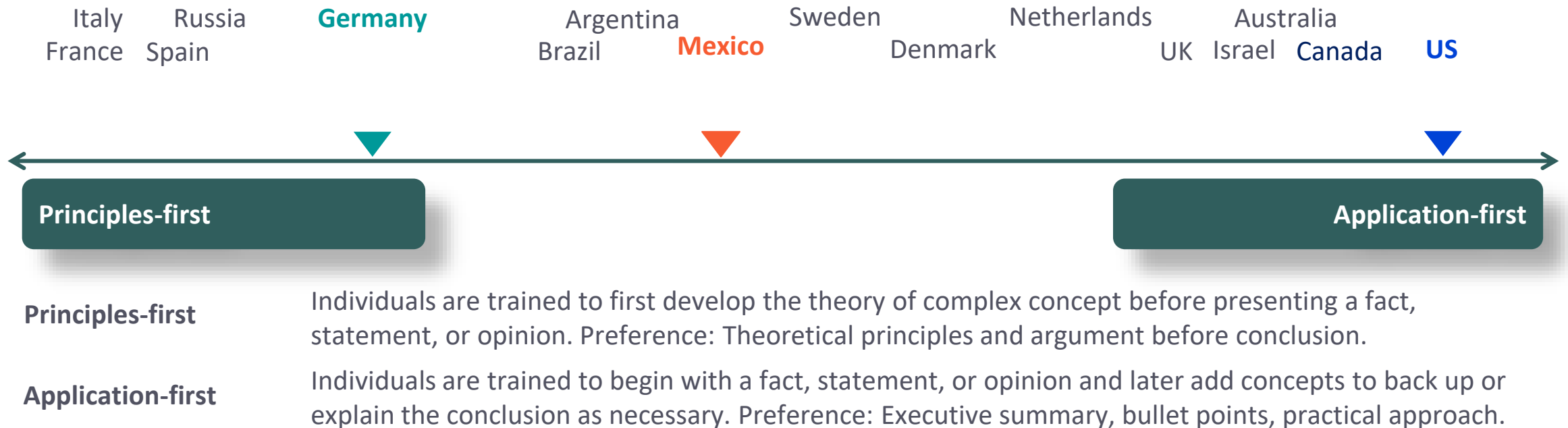
Source: Erin Meyer, The culture map (2015)

4. PERSUADING



Principles-first
vs
Application-first

4. PERSUADING



Source: Erin Meyer, The culture map (2015)

Let's reflect



**To what extent have you made
challenging experiences with the
dimensions**

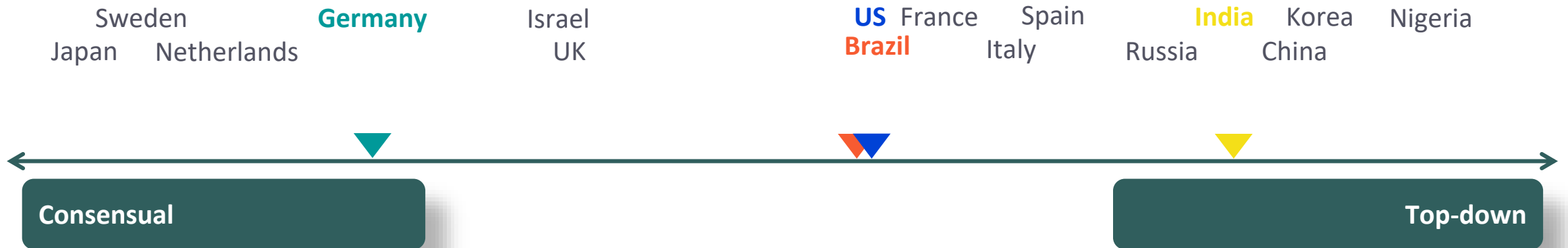
**Communicating, Evaluating,
Disagreeing, Persuading?**

5. DECIDING



**Consensual
vs
Top-down**

5. DECIDING



Consensual

Decisions are made in groups through unanimous agreement.

Top-down

Decisions are made by individuals (usually the boss).

Source: Erin Meyer, The culture map (2015)

6. LEADING



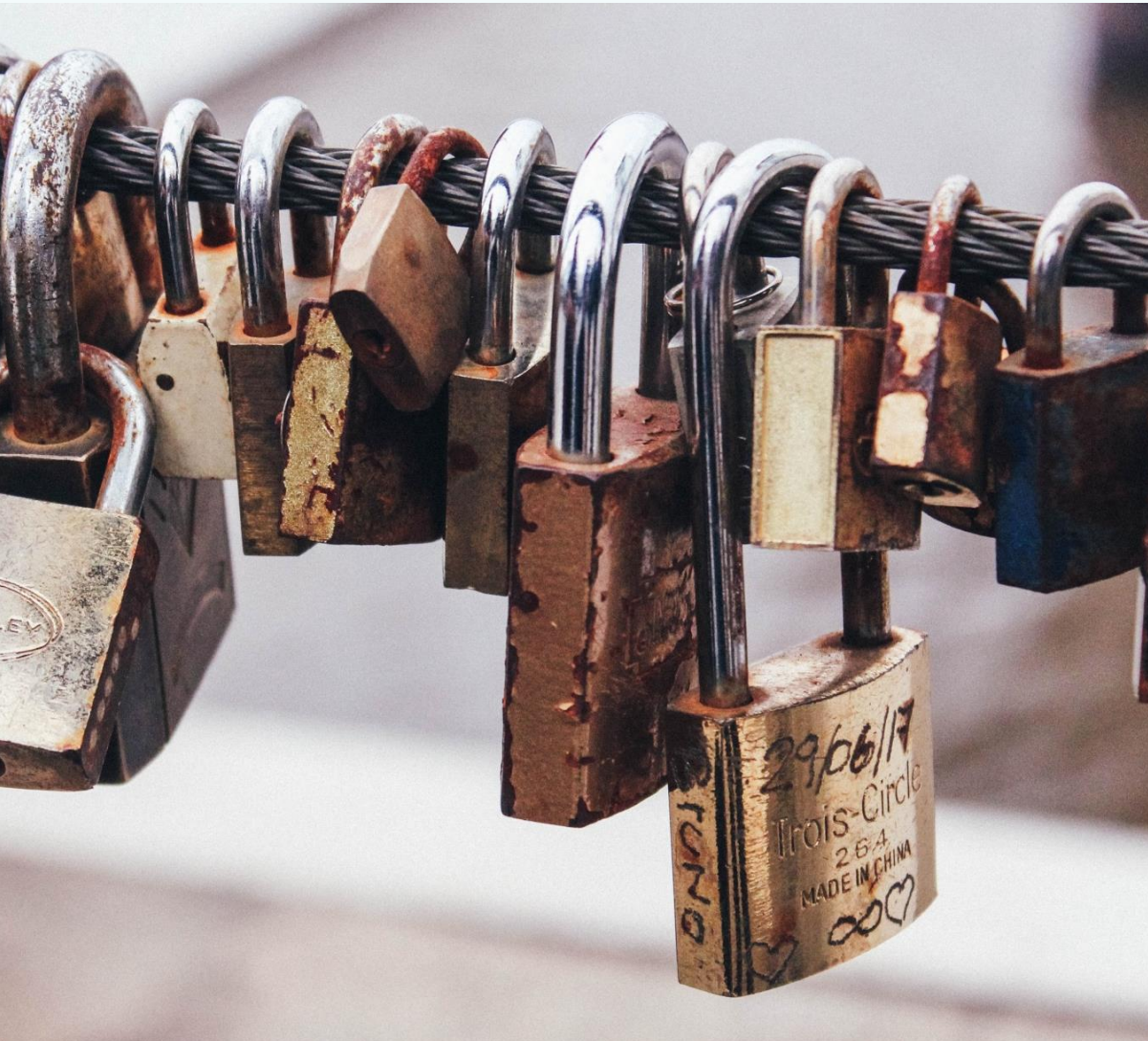
**Egalitarian
vs
Hierarchical**

6. LEADING



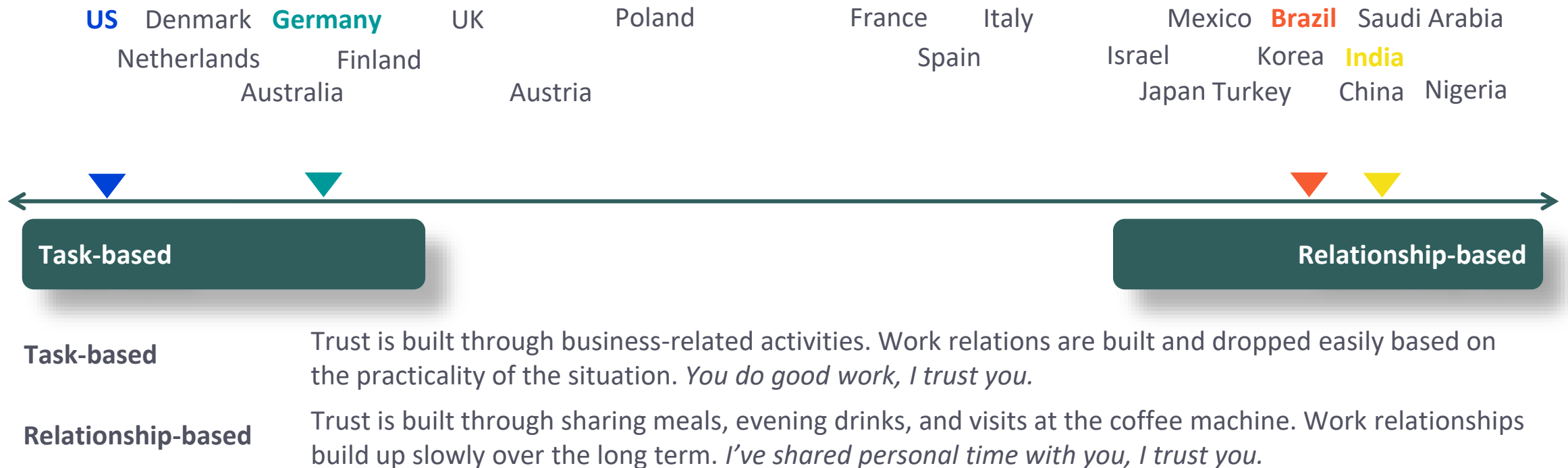
Source: Erin Meyer, The culture map (2015)

7. TRUSTING



**Task-based
vs
Relationship-based**

7. TRUSTING



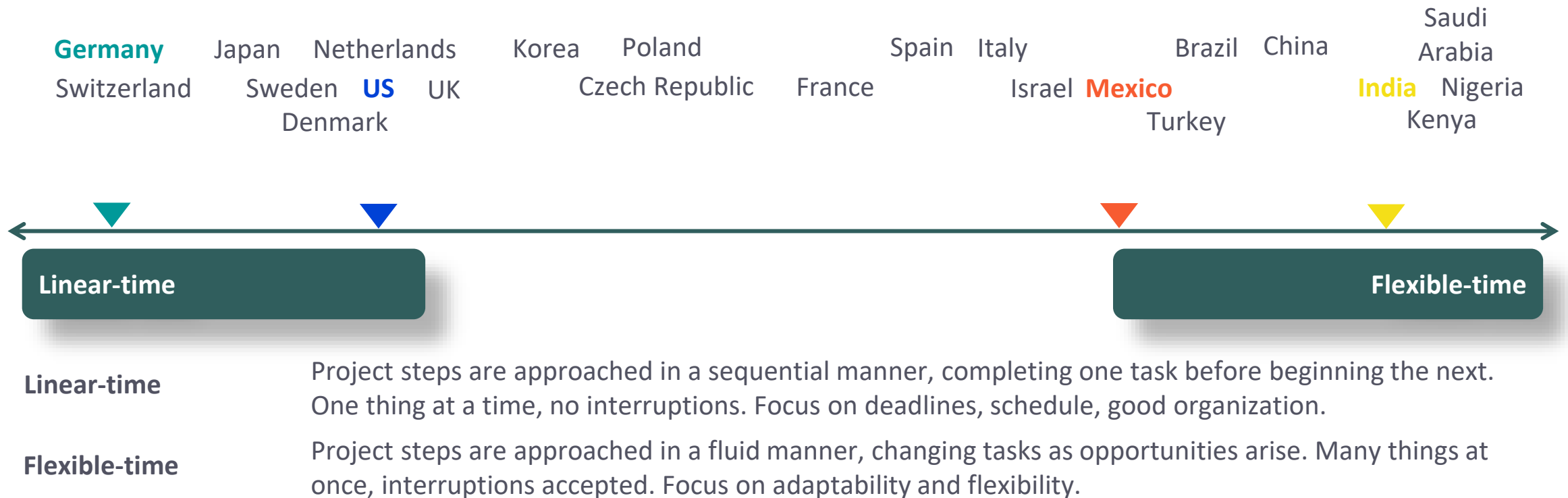
Source: Erin Meyer, The culture map (2015)

8. SCHEDULING



Linear-time
vs
Flexible-time

8. SCHEDULING



Source: Erin Meyer, The culture map (2015)

Let's reflect



**To what extent have you made
challenging experiences with the
dimensions**

**Deciding, Leading, Trusting,
Scheduling?**

THANK YOU FOR YOUR ATTENTION



Business Details Melanie von Groll

Melanie von Groll, Master of Arts

Experience

Business Coaching

Leadership Empowerment

Talent and Team Development

University Lecturer

Focus Areas

Intercultural Business Competence

Executive Coaching

Personality and People Development

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Dein nächstes Webinar

Motivation im Lockdown

Wie du deinen Antrieb zurückgewinnst und wieder vorankommst

Referentin: Debora Peine | Diplom-Psychologin und Beraterin

Wann: 4. Mai, 18 Uhr

Anmelden kannst du dich über unser Kundenportal unter „Meine Termine“!



Weitere Termine
findest du im
Kundenportal!