

INTERNATIONAL BUSINESS COMMUNICATIONS

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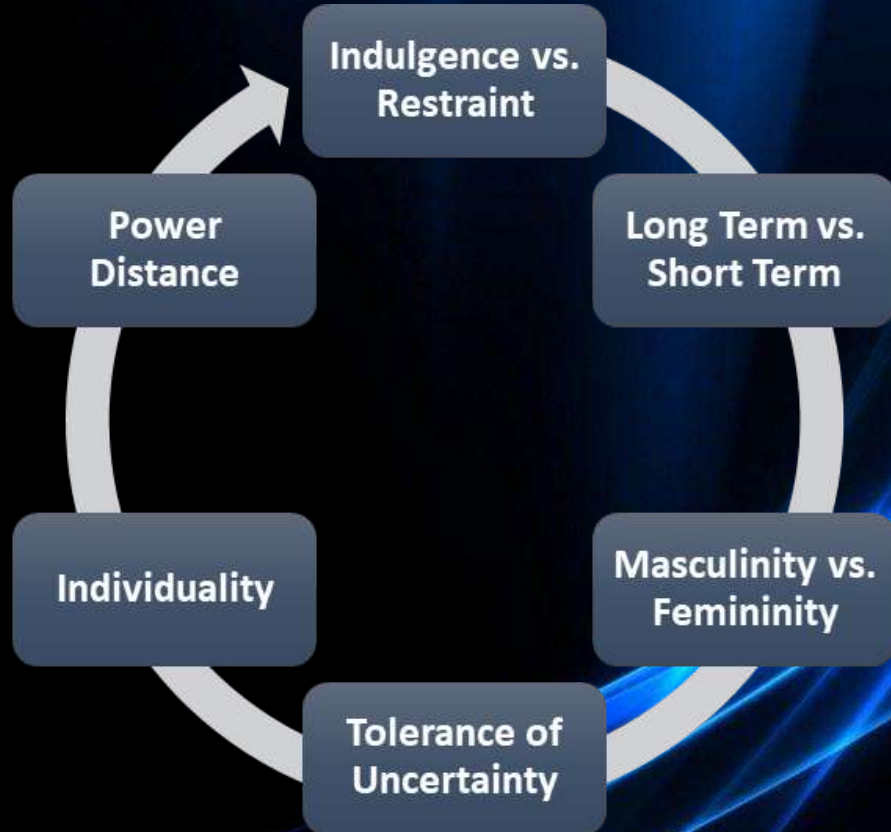
Lecture: Charles Nwaogwugwu

Introduction

- Barclays' HQ in Germany aligns with global expansion, targeting EU markets (Barclays, 2019).
- This move diversifies geographically.
- It taps into Europe's economic potential and signifies a strategic growth trajectory for the company.



Cultural Differences: UK vs. Germany

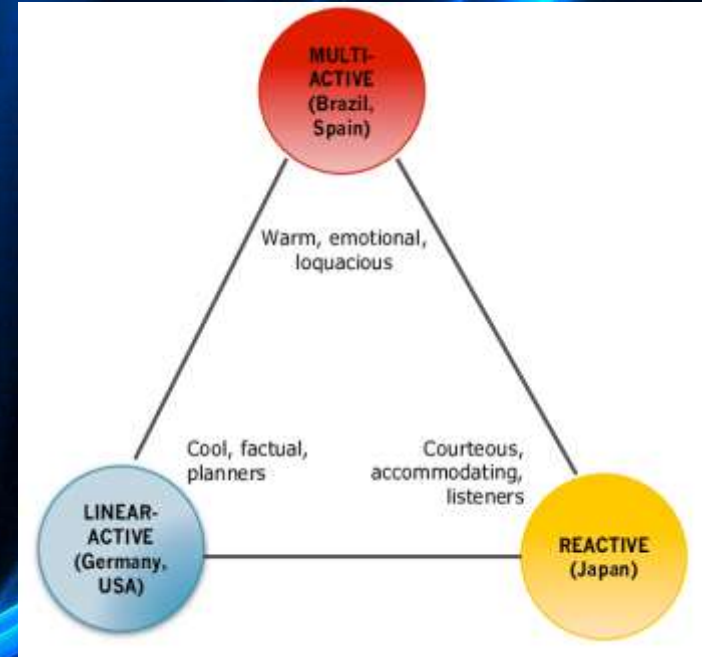


Cultural Differences: UK vs. Germany



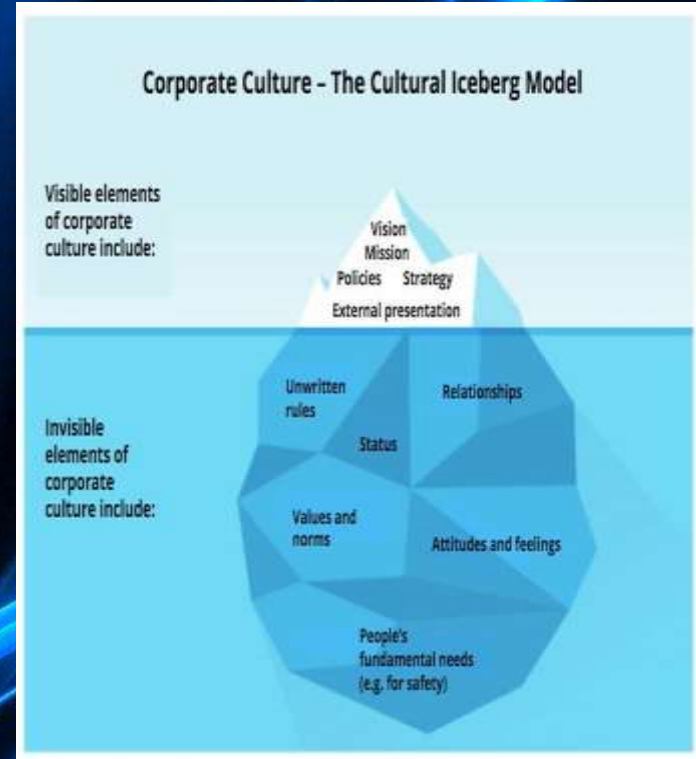
Prior Planning Process

- ***Lewis Model*** assesses cultural disparities aiding pre-expansion planning.
- Guides strategies aligning with German preferences, fostering smoother integration.
- Barclays aligns its structure with German business culture via the Lewis Model.



Prior Planning Process

- Hall's theory reveals implicit cultural norms, guiding cross-cultural strategies.
- Acknowledging these aspects respects and adapts to local cultural intricacies.
- Barclays uses Hall's theory for comprehensive, adaptable expansion strategies.



Cultural Challenges and Difficulties

Language Barriers

Variance in Work Ethics

Lack of Teamwork

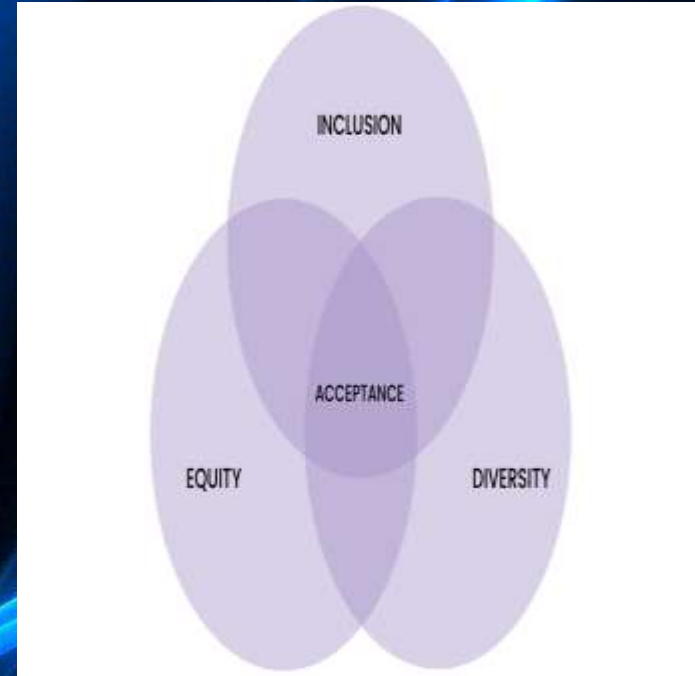
Cultural Challenges and Difficulties

- Work ethic disparities impact productivity, necessitating cross-cultural training for alignment.
- Cross-cultural training reduces conflicts, and fosters a harmonious, productive workplace.
- Addressing work ethic differences improves teamwork, and unifies organisational approaches.



Recommendations and Solutions

- Open dialogue and active listening enhance understanding within diverse teams.
- Cultural competence workshops foster inclusivity, mutual respect, and collaboration (Watt, Abbott, Reath, 2016).
- Encouraging dialogue and workshops enrich exchanges, diverse perspectives, and team dynamics.



Recommendations and Solutions

- Enhancing unity through diverse cultural strategies fosters collaborative synergy (Wang *et al.*, 2024).
- Varied team-building fortifies connections, and promotes understanding, creating an inclusive atmosphere.
- Inclusive culture boosts morale and enhances productivity among diverse employee groups.



Conclusion

- Barclays needs deep cultural understanding, and bespoke approaches for the German market.
- Success depends on dialogue, sensitivity, and unified collaboration in diverse cultures.

This strategy ensures Barclays' triumph and ongoing growth in Germany.



CONCLUSION

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Thank you

