

East Meets West.
Contrasting the UK and
Germany Culture.
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Introduction to the context

Rolls-Royce Deutschland has been present with its own locations since 1990, actively contributing to the aviation industry. Since August 2014, Rolls-Royce Power Systems has been fully integrated into Rolls-Royce.

The German traditional company, headquartered in Friedrichshafen, formerly operated under the name Tognum, supplying large engines, propulsion systems, and decentralized energy systems. (Rolls-Royce, 2024).



Introduction to the German culture

As Dignen says (2013), Language:

- UK: English is the predominant language, with regional variations.
- Germany: German is the primary language, with regional dialects.

Ethnic Makeup:

- UK: Diverse population with significant communities of Indian, Pakistani, Black African, and Caribbean descent.
- Germany: Predominantly homogeneous population with large immigrant communities from Turkey and Eastern Europe.

Examples:

- In the UK, London is renowned for its linguistic diversity, with over 300 languages spoken.
- Germany's Turkish community, primarily concentrated in cities like Berlin and Cologne, contributes to the cultural tapestry.

Social Structures:

- UK: Constitutional monarchy with a parliamentary democracy; class consciousness but diminishing influence.
- Germany: Federal parliamentary republic with a strong emphasis on federalism; more egalitarian social structures.

Religious Values:

- UK: Predominantly Christian, with Anglicanism as the largest denomination; declining religious adherence.
- Germany: Majority Christian population split between Protestantism and Catholicism; growing trend of secularism.

Examples:

- The UK's royal family symbolizes its constitutional monarchy, while Germany's federal structure is evident in the division of powers between federal and state levels.
- Religious landmarks like Westminster Abbey in the UK and Cologne Cathedral in Germany reflect their respective religious histories. (Dignen, 2013)

Cultural sensitivity in Germany



GERMANS PREFER
HONESTY AND CLARITY IN
CONVERSATION, VALUING
DIRECTNESS.



GERMANS HIGHLY VALUE
PUNCTUALITY IN MEETINGS
AND APPOINTMENTS.



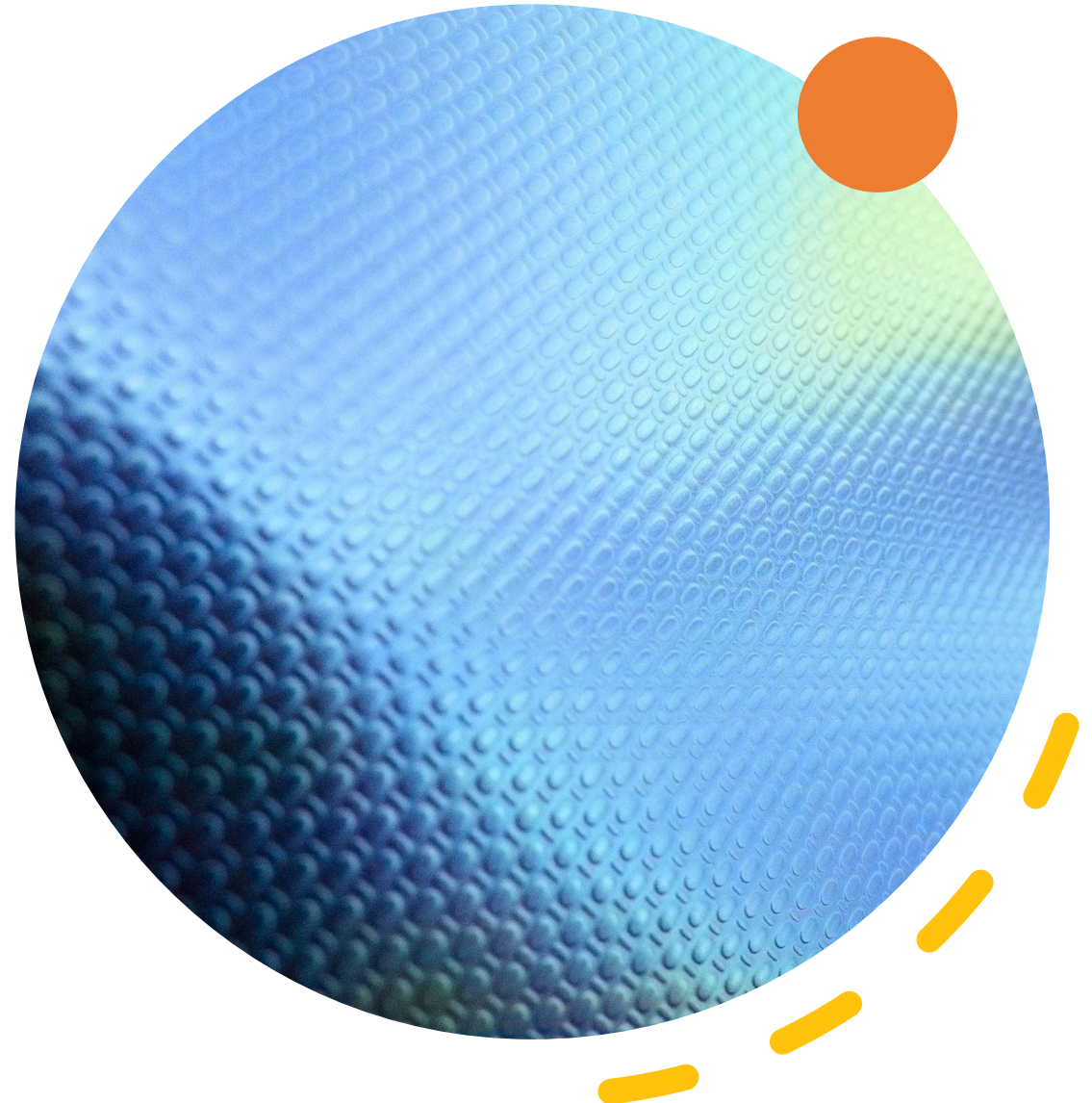
GERMANS MAINTAIN
FORMALITY, ADDRESSING
OTHERS BY TITLES UNLESS
INVITED OTHERWISE.



GERMANS STRICTLY
ADHERE TO RULES AND
RESPECT AUTHORITY.
(BAILEY, 2013)



GERMANS PRIORITIZE A
HEALTHY WORK-LIFE
BALANCE, RESPECTING
BOUNDARIES.
(DERESKY, 2013)



UK vs. Germany



Communication Style:
Germans are more direct, while the UK tends to be indirect and polite.



Punctuality Expectations:
Germans adhere more strictly to schedules compared to the UK's relaxed approach.



Formality vs. Informality:
Germans maintain formality, whereas the UK is more informal.

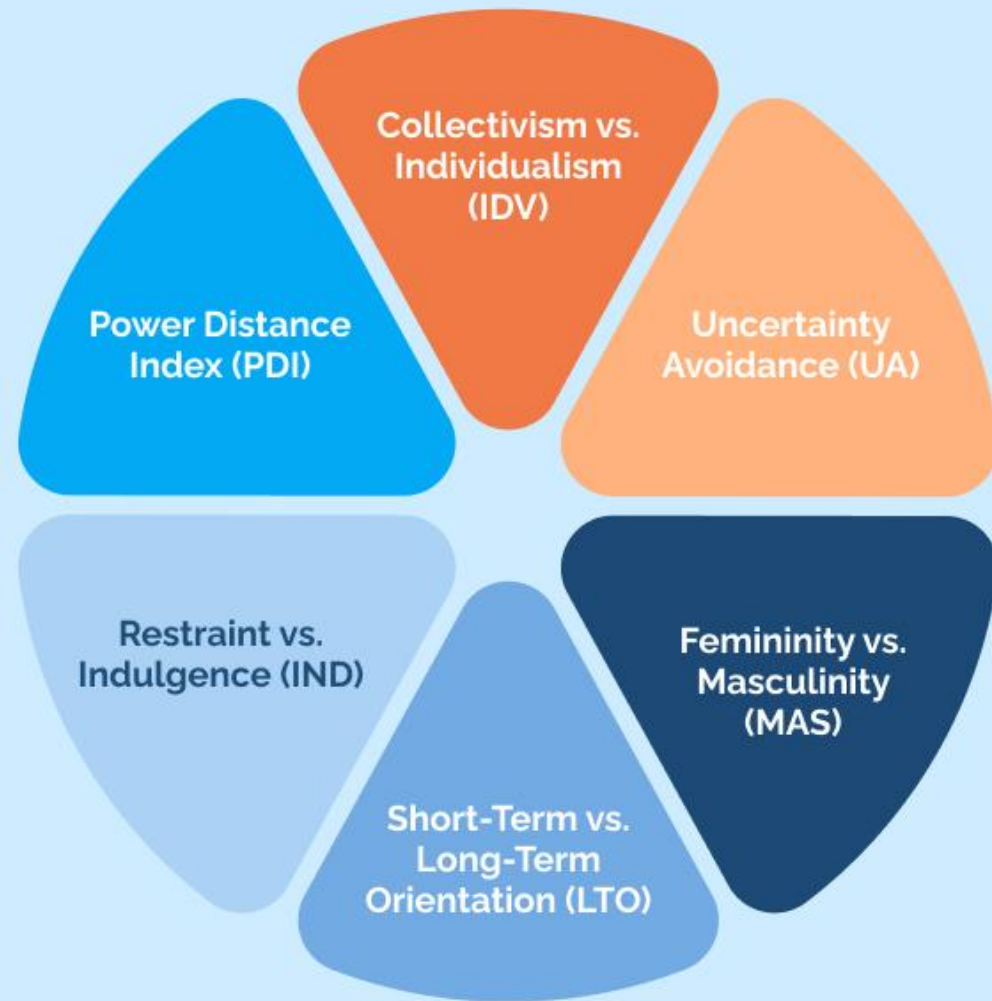


Respect for Rules: Germans prioritize rule adherence more strictly than the UK.



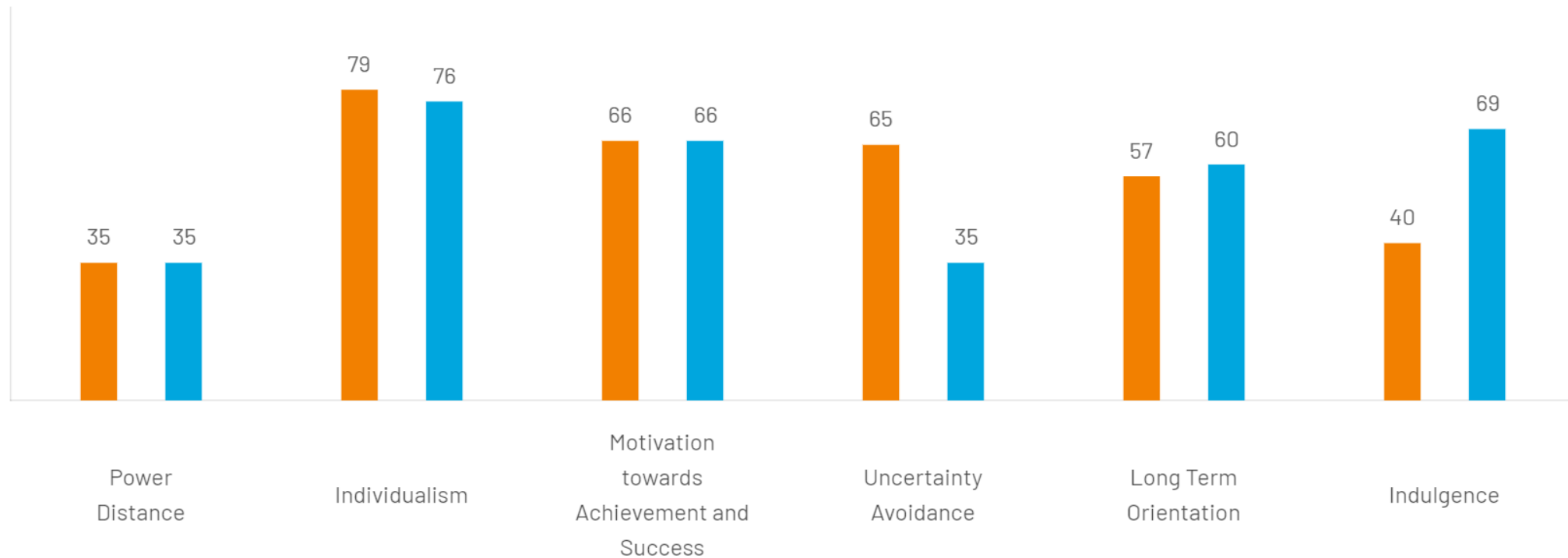
Work-Life Balance: Germans emphasize leisure time more than the UK's culture of long work (Deresky, 2013)

Hofstede's six cultural dimensions



(WalkmeTeam, 2023)

Hofstede's Cultural Dimensions: UK and Germany



(Hofstede Insights, 2024)

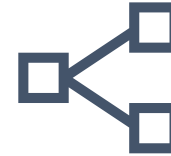
Recommendations



Cultural Sensitivity: Prioritize understanding and respecting German cultural norms, communication styles, and business practices. (Deresky,2013)



Adaptability: Be flexible and willing to adjust strategies and approaches to align with German preferences and expectations.



Relationship Building: Invest time and effort in building strong relationships with German counterparts based on trust, respect, and mutual understanding.



Respect for Formalities: Demonstrate respect for German formalities, including punctuality, hierarchical structures, and adherence to rules and protocols.



Communication: Adjust communication styles to be direct, clear, and transparent, avoiding ambiguity and misunderstanding.



Long-Term Orientation: Embrace a long-term perspective in business strategies and relationships, focusing on building sustainable partnerships and achieving mutual goals.



Professionalism: Maintain professionalism in all interactions, demonstrating reliability, integrity, and competence.



Adaptation to Market Dynamics: Stay attuned to market trends, consumer preferences, and regulatory changes in Germany, and be willing to adapt strategies accordingly. (Bailey, 2013)

Conclusion

According to Deresky, (2013), British companies in Germany should focus on cultural sensitivity, adaptability, and relationship building to thrive. Understanding German norms, maintaining flexibility, and investing in strong relationships can foster trust, credibility, and long-term growth.





References

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THANK YOU



- Any questions?