



INTERNATIONAL BUSINESS COMMUNICATIONS

PRESENTATION BY M. MANDULOVA

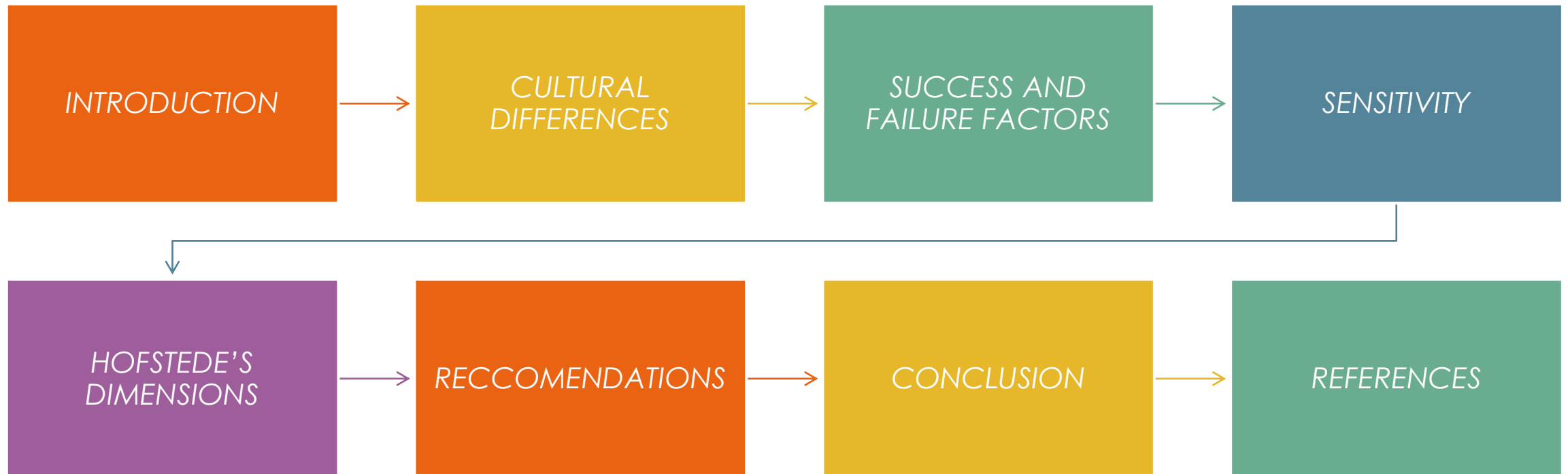
STUDENT ID: 2119899

MODULE CODE: LCBB6001

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CONTENT

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VODAFONE IN ONE LOOK

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Vodafone is a leading name in telecommunications with presence in 21 countries, with partner networks in 44 further countries.

As of 2023 Vodafone has over 105,500 employees worldwide and net worth of \$23.88bn

Founded in 1984 and won the license to build the first British cellular network



vodafone

Source: Vodafone annual report 2023

Culture and its meaning

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Edward T. Hall, who suggested that culture is analogous to an iceberg in that only about 10% of the iceberg is visible at any given time and that a large part of it is hidden beneath the surface.

CULTURAL DIFFERENCES

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LANGUAGE -
PROVIDING LANGUAGE
TRAINING AND CULTURAL
SENSITIVITY WORKSHOPS



**SPACE AND
COMMUNICATION -**
DIRECT COMMUNICATION,
NO EXCESSIVE USE OF
HUMOR, FORMAL TITLES
AND GREETINGS



**EDUCATION -MORE
SKILLS ORIENTED, PROVIDE
FREE COURSES AND
CERTIFICATE PROGRAMS**



WORK ETHIC -
ESTABLISH A CLEAR
APPROACH TO WORK-LIFE
BALANCE,CROSS
CULTURAL TEAM BUILDING
ACTIVITIES.



**TRUST - BUILDING
RAPPORT BY
DEMONSTRATING
RELIABILITY AND
CONSISTENCY,TAKE
RESPOSIBILITY OF MISTAKES
AND SHORTCOMINGS**



**BEHAVIOUR AND
ATTRIBUTION -
ENCOURAGE
COLLABORATIVE PROBLEM
SOLVING AND DECISION-
MAKING PROCESSES**

SUCCESS AND FAILURE FACTORS

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CULTURAL COMPETENCE

ADAPTABILITY

OPEN MINDEDNESS

MISCOMMUNICATION

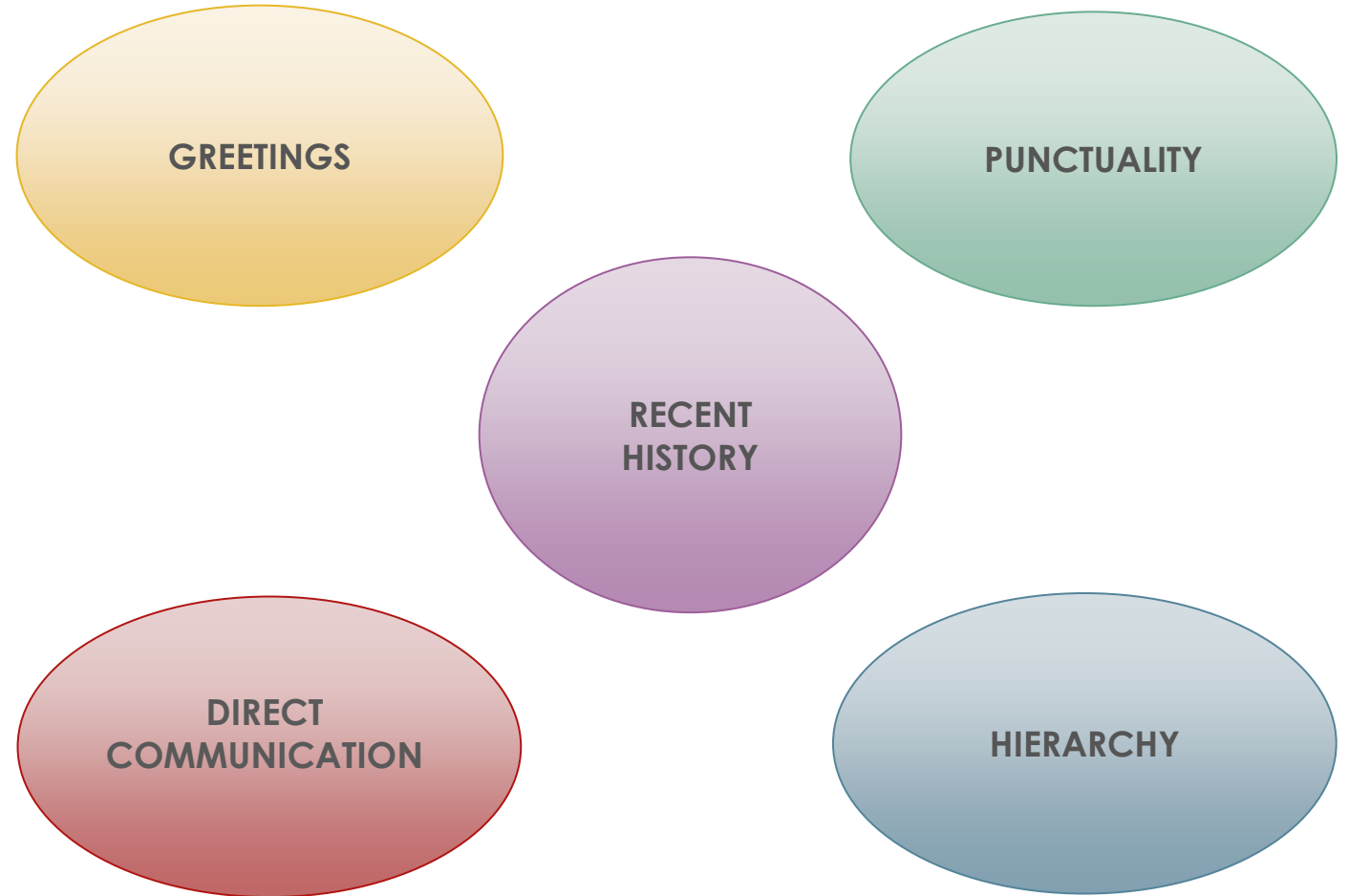
CULTURAL INSENSITIVITY

RESISTANCE TO CHANGE

CULTURAL SENSITIVITY

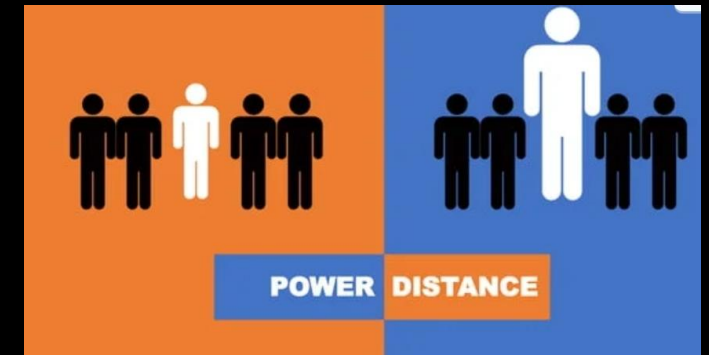
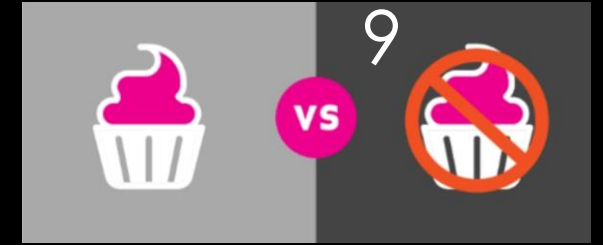
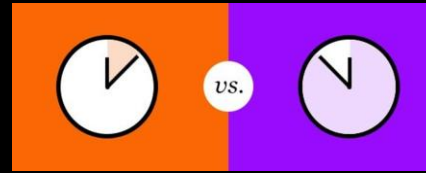
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Cultural sensitivity is the respectful interpersonal skills and attitudes one adopts, while cultural competence is the application of those skills and knowledge.





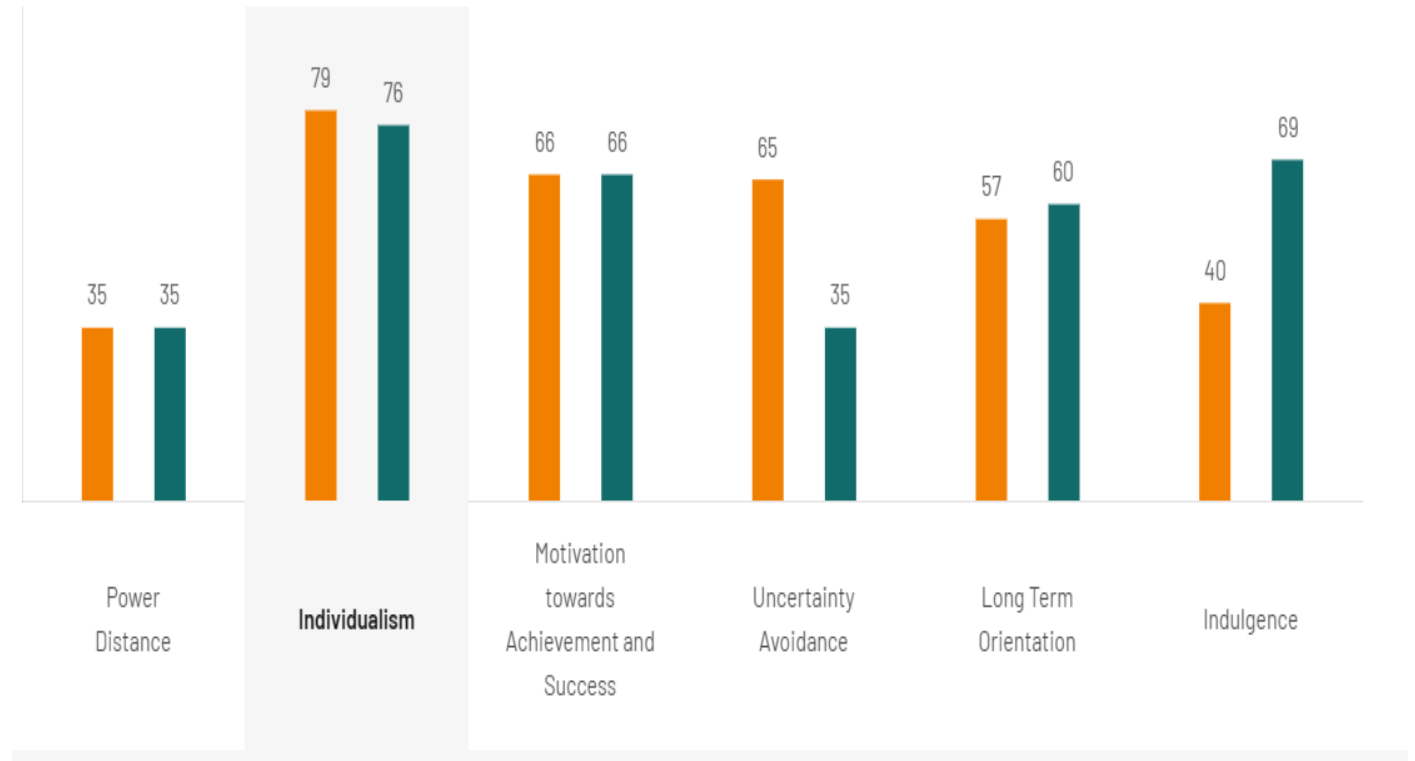
“The collective programming of the mind that distinguishes the members of one group or category of people from others.” G. Hofstede



Hofstede's comparison chart

source: www.Hofstede-insights.com

GERMANY vs UK



Recommendations

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CONDUCT	CONDUCT THOROUGH RESEARCH AND DEVELOP COMPREHENSIVE STRATEGY THAT CONSIDER THESE DIFFERENCES
MITIGATE	MITIGATE FAILURE FACTORS BY ESTABLISHING CLEAR COMMUNICATION CHANNELS
PRIORITISE	PRIORITISE RELATIONSHIP BUILDING PRACTISES TO FOSTER TRUST AND COLLABORATION
IMPLEMENT	IMPLEMENT A CULTURE OF FLEXIBILITY AND ADAPTABILITY TO ALLEVIATE THE RISK OF MISALIGNMENT OF EXPECTATIONS.

CONCLUSION

► WE THINK THAT BY IMPLEMENTING THE ABOVE RECOMMENDATION, VODAFONE WILL BE ABLE TO NAVIGATE THE COMPLEXITIES OF CROSS-CULTURAL BUSINESS INTERACTIONS, BUILD TRUST AND ULTIMATELY WILL ACHIEVE ITS EXPANSION GOALS IN GERMANY.



Thank you for
watching!



Q & A

Reference list

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