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Trinity Saint David

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MAIN CONTENT

- ▶ Introduction to the Company and Context
- ▶ Understanding German Culture
- ▶ Comparison of UK and German Cultures
- ▶ Cultural Sensitivity in Germany
- ▶ Business and Work-Related Attitudes
- ▶ Hofstede's Cultural Dimensions
- ▶ Recommendations
- ▶ Conclusion

INTRODUCTION TO THE COMPANY & CONTEXT

Chosen Company: Anglo American plc

- ▶ **Industry:** Mining and natural resources.
- ▶ **Specializes in:** Diamonds, platinum, copper, and other minerals.
- ▶ **Founded:** 1917.
- ▶ **Headquarters:** London, UK.

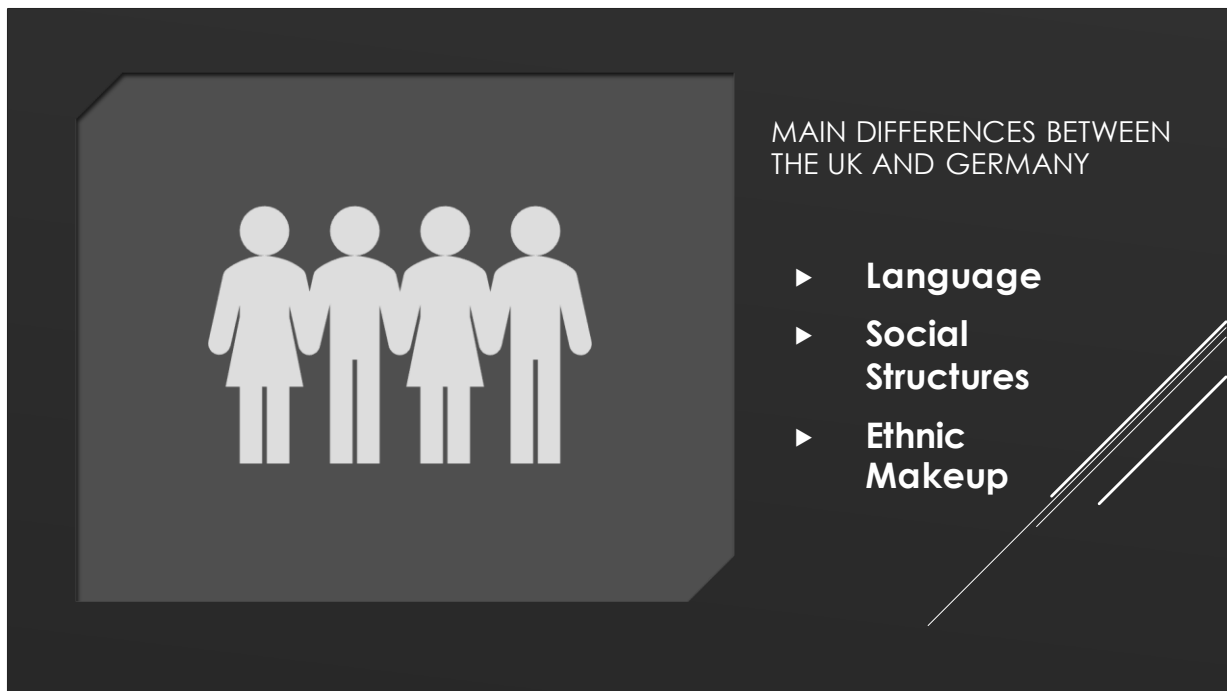
Expansion Context

- ▶ **Investments:** Advanced mining technologies and sustainable practices.
- ▶ **Goals:** Enhance global reach and market presence.
- ▶ **Local Adaptation:** Address market needs and comply with EU regulations through localized strategies.

Good morning. Today, we're discussing Anglo American plc's expansion into Germany.

Founded in 1917, Anglo American is a leading global mining company based in London. This expansion focuses on integrating advanced technologies and enhancing digital services to better serve the European market and comply with EU regulations. Understanding German cultural norms will be key to our successful integration and operation in this new market."

"Let's begin with an introduction to German culture. Germany, with its official language being German, has a strong cultural emphasis on efficiency and punctuality. In business settings, Germans value direct and precise communication, and formal social norms are prevalent.



Ethnic diversity includes predominantly ethnic Germans along with significant communities from Turkey, Italy, and Poland. Social structures are highly structured, with a strong focus on family values and education.

Understanding these cultural traits will be essential for our successful expansion into

Germany, as they will influence how we interact and operate within this market."

"Let's look at the key differences between the UK and Germany. In Germany, German is the primary language, whereas English is dominant in the UK. The UK is more ethnically diverse compared to Germany's predominantly ethnic German population. Socially, the UK has a flexible class system, while Germany has a more hierarchical and formal structure. These differences are crucial for adapting our strategies effectively in Germany."



Turning to business and work-related attitudes, the UK values individualism and creativity with flexible working hours and a strong emphasis on work-life balance. In contrast, Germany prioritizes precision, efficiency, and maintains clear boundaries between work and personal life. Additionally, the UK tends to use indirect communication and humor in business, whereas Germans favor direct, precise communication with a more formal approach. Understanding these attitudes will help us align our practices with local expectations in Germany

When it comes to cultural sensitivity in Germany, punctuality is crucial, as it reflects respect and professionalism. Germans prefer direct, clear communication and maintain formal social norms, including the use of titles and conservative dress. They also value a strong separation between work and personal life, with a focus on maintaining clear boundaries and respecting personal time. Understanding and

Differences from the UK

Communication Styles

UK:

Polite and indirect; euphemisms; humor in business.

Germany:

Direct and precise; values clarity; less humor in formal settings.

Hierarchy & Decision Making

UK:

Flatter structures; collaborative decision-making.

Emphasis on consensus.

Germany:

Hierarchical structures; senior management decisions;

clear authority lines.

Workplace Attitudes

UK:

Flexible work practices; emphasis on innovation.

Importance of worklife balance.

Germany:

Strong focus on efficiency and precision.

Strict worklife boundaries and clearly defined hours.

adapting to these norms will be essential for effective interactions and successful integration in the German market

Walt Disney's leadership was marked by his visionary and hands-on approach, which fundamentally transformed the entertainment industry. His ability to imagine and execute groundbreaking ideas, such as the creation of Disneyland and pioneering animation techniques, demonstrated his commitment to innovation and excellence. Disney's leadership behavior was characterized by his relentless pursuit of perfection, meticulous attention to detail, and a high tolerance for risk. He was deeply involved in the creative processes, often working closely with his team to ensure his standards were met. Despite his demanding nature, Disney fostered a supportive work environment that inspired creativity and dedication among his employees. His charismatic personality and ability to communicate his vision



effectively rallied his team around his ambitious projects, solidifying his legacy as a transformative leader in entertainment.

For effective cultural sensitivity in Germany, focus on building trust through reliability and meeting deadlines. Engage in formal networking events to establish professional connections. In meetings, adhere to structured agendas and avoid deviations, and if gifting is appropriate, opt for high-quality, non-personal items. Provide cultural training to employees and encourage learning basic German phrases to improve communication. These steps will help us navigate the German business environment more smoothly and build strong, respectful relationships

Power Distance	UK: Low power distance, with an egalitarian approach to management. Germany: Power distance is medium, and there is a clear respect for authority and order.
Individualism	UK: High individualism, with a strong emphasis on personal achievements and autonomy. Germany: Moderate individualism, balancing individual and collective interests.
Uncertainty Avoidance	UK: Moderate avoidance of uncertainty, with rules and laws that are easier to follow. Germany: Very good at avoiding doubt and liking structured settings with clear rules.

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Hofstede's Cultural Dimensions reveal key differences between the UK and Germany. Germany shows a higher power distance, favoring hierarchical structures, while the UK leans towards egalitarianism. Both countries value individualism, but Germany balances personal and group responsibilities more. Germany also has higher uncertainty avoidance, preferring structured rules, unlike the UK's more flexible approach. Lastly, Germany has a longer-term orientation compared to the UK's more balanced view of future planning and immediate results. These insights are crucial for adapting our business strategies effectively in Germany

Communication

Be Direct: Train staff to communicate clearly and directly.
Formality: Use formal titles and dress conservatively.

Hierarchy and Decision Making

Respect Hierarchy: Understand and adhere to clear authority lines.
Structured Decisions: Adapt to a more top-down decisionmaking process.

RECOMMENDATION

Hofstede's Cultural Dimensions reveal significant differences between the UK and Germany. Germany has a higher power distance, reflecting a more hierarchical approach, compared to the UK's more egalitarian structures. Both nations score high in individualism, but Germany integrates group responsibilities more than the UK. Germany also shows a higher uncertainty avoidance, preferring structured environments, while the UK is more adaptable to uncertainty. Additionally, Germany's long-term orientation contrasts with the UK's balanced focus on immediate and future outcomes. Understanding these differences is crucial for adapting business strategies in Germany.

For a successful expansion of Anglo American Plc into Germany, it's crucial to align with local cultural expectations. Emphasize efficiency and punctuality, as Germans value these traits in both professional and personal contexts. Adapt communication

CONCLUSION

To ensure a successful expansion of Anglo-American Plc into Germany, adapting to local cultural norms is crucial. Emphasize adherence to hierarchical structures, focus on efficiency and punctuality, and respect the formal communication style. Providing targeted cultural training and supporting language acquisition will enhance integration and operational effectiveness in the German market.

styles to be direct and clear, while respecting hierarchical structures and formal business conduct. Implement targeted cultural training for employees and promote the learning of basic German to ease integration

. These measures will help Anglo American navigate the German market effectively and foster positive business relationships.

In conclusion, for Anglo American Plc's expansion into Germany, understanding and adapting to local cultural norms is essential. Embrace efficiency, punctuality, and direct communication while respecting hierarchical structures and formal business practices. By investing in cultural training and encouraging basic German language skills, Anglo American can facilitate smoother integration and enhance its operational success in the German market. Adapting to these cultural nuances will

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ensure effective collaboration and long-term success in this new business environment.