

INTERNATIONAL BUSINESS COMMUNICATIONS- LCBB6001

ASSESSMENT 2 – INDIVIDUAL PRESENTATION

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AGENDA

The presentation's goal will be made very clear, focusing on how crucial it is to understand cultural differences before entering a foreign market.

By analyzing the language and cultural distinctions between Germany and the United Kingdom, this research seeks to foresee future difficulties.

To shed light on the practical ramifications of these cultural variations, this research offers the theoretical frameworks of Hofstede and Trompenaars.

WeWork will use examples from its history to illustrate the potential cultural barriers that it could face in the German market.

INTRODUCTION

The worldwide supplier of shared office spaces is considering the potential of setting up shop in Germany as part of its ongoing global development strategy. WeWork's creative and multicultural environment makes a wide variety of shared office space alternatives possible.

Building a regional headquarters in Germany is the driving force behind WeWork's growth there (Alqarni, 2022). By growing its business within the European Union, the corporation hopes to boost its ability to trade internationally.

The ability of WeWork to blend in with the local cultural norms will determine how successful the firm is in Germany. It could have a significant impact on how people view the organization's service relationships with local partners, customers, and employees.

CULTURAL DIFFERENCES

One of the most obvious differences between German and British culture is the language barrier. Since English is the most generally used language in the UK and German is the most commonly spoken language in Germany, overcoming this linguistic gap is essential for promoting efficient communication between the two countries (Alqarni, 2022).

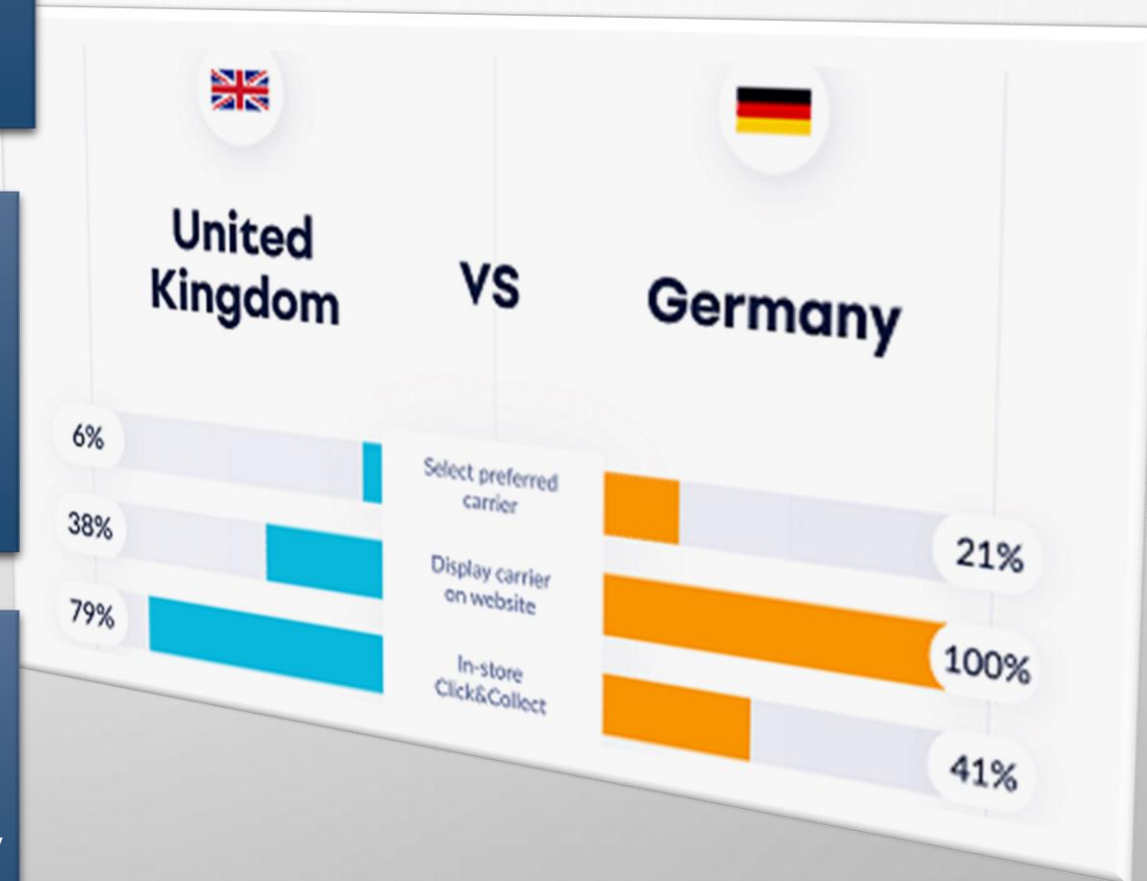
The ethnic makeup of these two nations is divided by anomalies. The population of the United Kingdom is more ethnically varied than that of Germany. Reliable demographic data is necessary for WeWork to carry out local advertising and recruiting.

Cultural variations in social structures may impact workplace hierarchy and relationships. Germans place a higher value on scale and order than British people, who take a more laid-back approach. WeWork's ability to adjust to these cultural conventions will determine how well it does in Germany (He, & Filimonau, 2020).

The diversity of religious traditions is noteworthy. While religious diversity is accepted in Britain, Christianity is the most

It's fascinating to see how many different religions there are. Even though many individuals in the UK are open to various faiths, Christianity is the most frequent religion in Germany. When organising cultural games or events, it is critical to keep these distinctions in mind.

However, in Germany, being correct and on time is more essential than being flexible and casual, which is not the case in the United States. Depending on how well WeWork understands these specifics, the way it does business and engages with clients in Germany will alter.



HOFSTEDE'S CULTURAL DIMENSIONS

Geert Hofstede's model may be used to examine the sociocultural characteristics of individualism vs. Collectivism, doubt avoidance, and power distance. This approach of examining cultural differences works effectively.

Hofstede's paradigm shows that Germany and the United Kingdom have different cultural values. This information might help wework understand and respect the cultural norms of the German market (Chessum, *et al.* 2022).

The British are more individualistic than the Germans are collectivist. The British are more individualistic than Germanic. Using this data, wework will be better positioned to support regional projects in Germany.

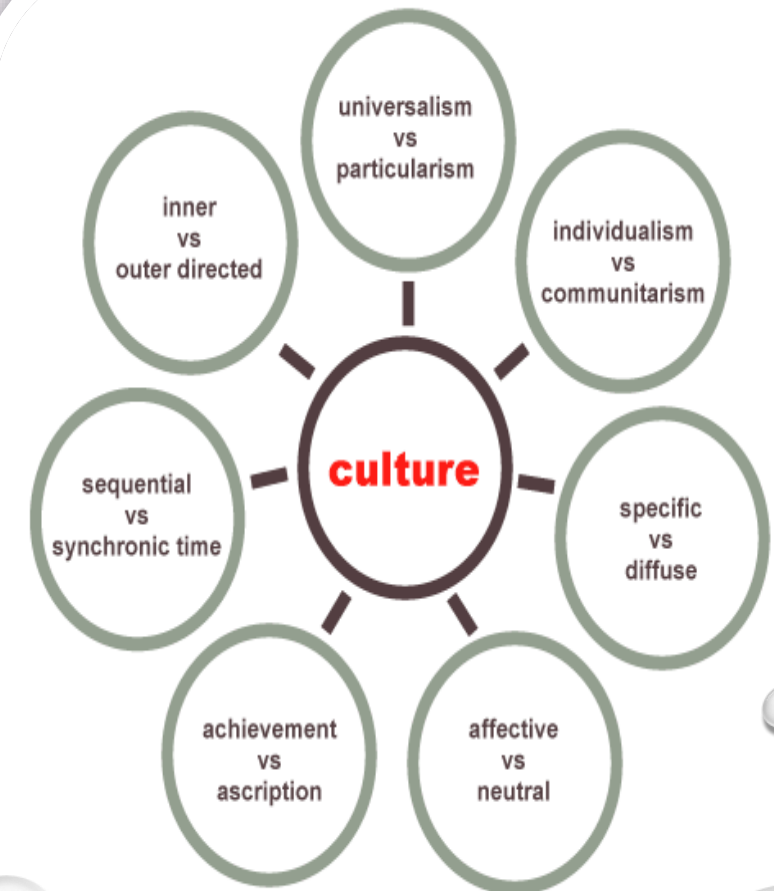


CULTURAL DIMENSIONS

Within cultural framework, particularise and Universalist interpretations of social interactions and norms are contrasted. It serves as a window into the ideas and deeds of people everywhere.

UK and Germany might benefit WeWork, considering the different attitudes to law and relationships in these two nations (Adamovic, 2023).

Regarding moral matters, the British are more inclined to take a Universalist position, whereas the Germans are more inclined to highlight links and exceptions. With this knowledge in hand, WeWork will be better able to tailor its services to meet the needs of the German market.



4 COMMUNICATION STYLES

COMMUNICATION STYLES

While the united kingdom and other cultures that place a low value on context prefer explicit and direct communication, germany and different cultures that place a high value on context strongly value implicit communication through context.

Understanding these differences is essential to communicating effectively (teklemariam, 2020).

When speaking, english people tend to be more direct than german people, who like to use a more subdued tone. Improving wework's comprehension of these distinctions will have a favourable effect on the effectiveness of its communications.

For instance, regarding negotiations, the british use straightforward, vocal tactics, whereas the germans choose a more covert strategy focusing on relationships.



IDENTIFYING CULTURAL CHALLENGES

This report will talk about some of the challenges wework may have in trying to bring the very different cultures of germany and the UK together.

Linguistic and cultural barriers can exacerbate conflict and misunderstandings. This report will talk about how it is harmful to make generalizations across cultural divides (kosse, 2022).

Wework is committed to giving the german staff members enough opportunity for cross-cultural training to reduce the impact of cultural differences and boost the possibility of positive interactions among co-workers.

RECOMMENDATIONS

Employees at wework would greatly benefit from cross-cultural awareness training and materials, which would help them better understand and adjust to the nuances of german society.

Recruit native german speakers with past expertise to increase wework's market presence and operational efficiency in germany.

Consider the cultural norms and preferences that impact the german market while developing the marketing strategy and product offers (adamovic, 2023).

Creating an open and honest code of conduct considering employees' cultural backgrounds is a vital first step towards creating a harmonious and respectful work environment.

BUSINESS COMMUNICATION SOLUTIONS

Promote increased cooperation and correct misunderstandings by prioritizing the purchase of products and training that improve wework's capacity for cross-cultural communication.

To effectively engage with a German audience, all of the marketing materials, communications, and services must be provided in a language that is understandable and culturally appropriate (Chessum, *et al.* 2022).

Adjusting the business conduct to the regional norms and customs, one may show respect for German ideals.

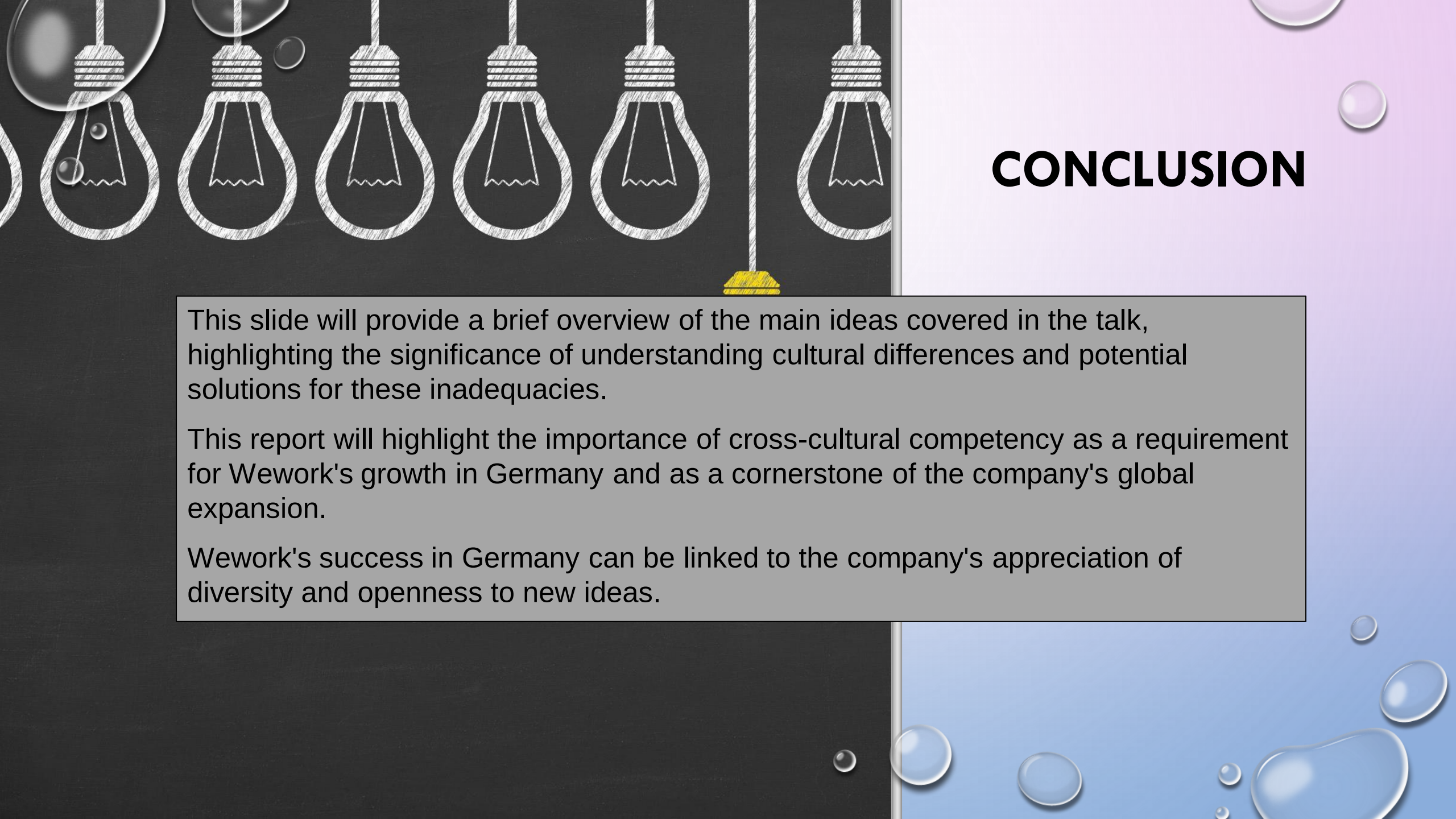
Having multilingual employees and customer care representatives is advantageous since it allows members and partners to converse in their preferred language.

CULTURAL SIMILARITIES

Identify common ground between the UK and Germany about their respective values, such as the significance of being on time and promoting a pleasant work environment. Putting a focus on these shared experiences helps foster a sense of community.

Create programmes that leverage common interests and values to make sure that every member of the wework community, regardless of nationality or identity, feels included (Teklemariam, 2020).

Wework creates a welcoming and beneficial atmosphere for everyone by encouraging its members and employees to understand and respect other cultures.

The background of the slide is split into two main sections. The left section is dark grey and features a row of seven lightbulbs hanging from above. The first six lightbulbs are white with black outlines, while the seventh one is yellow and appears to be lit. The right section is a light blue gradient and is decorated with several realistic water droplets of various sizes.

CONCLUSION

This slide will provide a brief overview of the main ideas covered in the talk, highlighting the significance of understanding cultural differences and potential solutions for these inadequacies.

This report will highlight the importance of cross-cultural competency as a requirement for Wework's growth in Germany and as a cornerstone of the company's global expansion.

Wework's success in Germany can be linked to the company's appreciation of diversity and openness to new ideas.

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THANK YOU!