

International Business Communications

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Introduction

This comprehensive report has been written under the direction of the Director of Human Resources for a UK-based airline organization called **EasyJet**. The main purpose of writing this as a Business Communication Consultant is to ensure that EasyJet organizations are focused on building a positive organizational climate for holistic development. Furthermore, the report highlights *British business communications* along with how EasyJet applies Hofstede's principles of international and intercultural communication. Why cultural sensitivity should be an important focus for organizations when conducting their business activities within the UK. Further, the report considers aspects such as the diversity of backgrounds among the workforce prevailing within the organization and the various communication barriers experienced by them, and then suggests appropriate communication strategies in the form of recommendations to overcome the same. An unbiased and inclusive conclusion has also been presented at the end of the report.

For effective communication and the establishment of positive connections in a professional context, *British business communications* is essential. Being conscious of the social, cultural, and financial factors that could influence communication can be beneficial in modifying the way of communicate. British business communications, that time, encompass the different methods through which individuals and organisations within the UK interact with each other through a professional setting (Feyaerts and Heyvaert, 2021). The socioeconomic, cultural, and monetary variables that influence the manner in which individuals communicate and interact with other individuals in this setting have been taken into account in the wider context of British business communications.

Brief introduction of the Easy Jet organization

Easy Jet is one of several commercial aviation businesses centred in the UK. This organisation keeps going to provide customers affordable airline tickets for travel one place to another. The headquarters of the company is situated in Luton, London, England. Regardless of becoming just 30 years old as well as being established only in the year 1995, this corporation is now experiencing explosive development. Easy Jet was recently positioned as one of the second-largest low-cost aviation within the European continent, immediately following Ryan Air. This company functions internationally in different regions of the world. by means of affiliated air carriers, which includes Easy Jet UK, Easy Jet Europe, and Easy Jet Switzerland. This airline firm still effectively operates domestic as well as international regularly scheduled flights on 927 distinct routes over 34 nations around the globe(easyjet.com, 2023). Easy Jet is established by Sir "Stelios Haji Ioannou" in the year 1995 with the aim of offering inexpensive air transportation throughout the continent like Europe. At the Airport of Luton, Easy Jet establish i very first corporate office of the organization with the name of *Easy Land* on the October, 1995 (easyhistory.info, 2023). And at that period, Easy Jet additionally accepts reservations via telephone. Easy Jet is at present acknowledged as a second, affordable European point-to-point aviation firm. as well as dedicated to providing minimal airfare through employing personal financial benefits, efficiency in operation, and positions of leadership among the most active airports.



Figure: Easy Jet Aircraft.(Source: easyjet.com, 2023).

Application of Hofstede theories within the uk

Hofstede's hypothesis regarding cultural dimensions gives an outline for understanding cultural variations among different countries (Escandon-Barbosa et al., 2021). *Geert Hofstede*, a professor, is the person who developed it. Using an framework compared to factor evaluation, it illustrates how the culture of a community impacts its members' principles as well as how these principles relate to behaviours. The framework established by Hofstede encompasses five crucial initial dimensions.

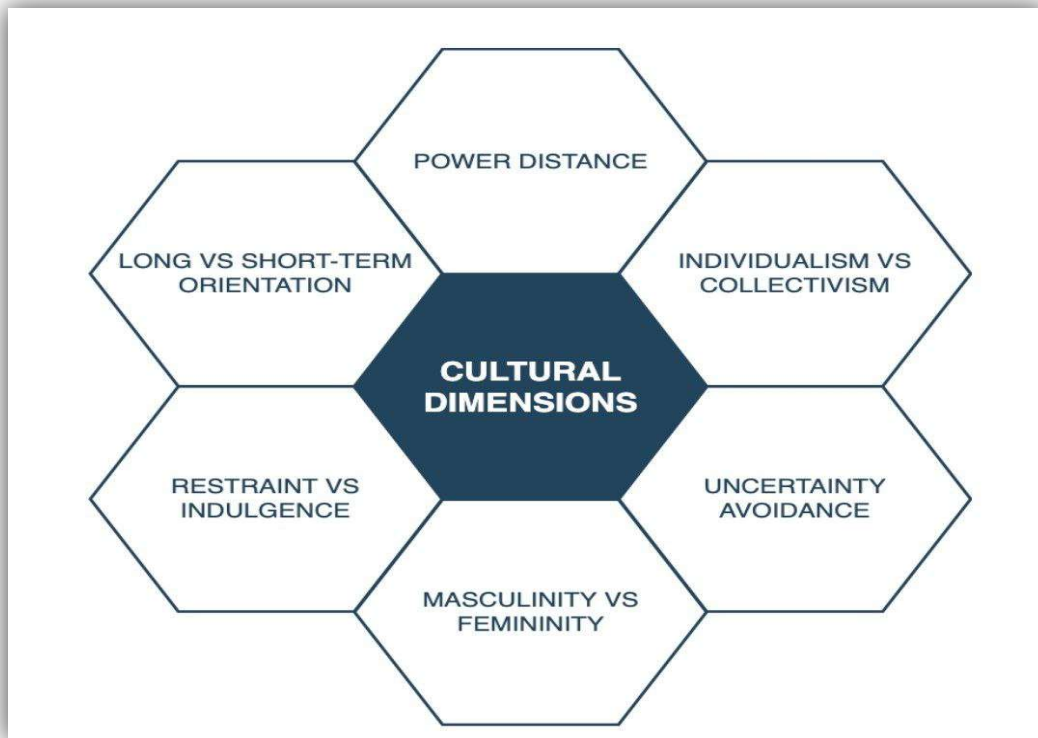


Figure: Hofstede cultural dimensions.

(Source: Created by learner).

Power distance: This indicates to the magnitude of unequal treatment which is present as well as can be tolerated among those who hold positions that have authority as opposed to those who accomplish not.

Avoidance of uncertainty: This trait evaluates an individual's ability for handling anxiety disorders.

Individualism-collectivism: This is an indication to how firmly bonded individuals have to other individuals in the community where they live.

The masculine vs. feminine: The challenging vs. sensitive separation among men and women, additionally referred to as the masculine vs. femininity, investigates the community's desire for accomplishment, the perspective on equal rights for men and women, conduct, and various other variables.

long-term versus short-term orientation: The long-term vs. short-term orientation measurements examines how the community understands its chronological horizon.

By applying cultural dimensions proposed by Hofstede, organization like Easy Jet able to maintain positive work culture environment. And in context of organizational success, work culture environment plays most significant role. By this employee retention is maintained that is must nessary to conduct various business activities smoothly along with an edge over the rival firm in very short span of time.

Critical evaluation of cultural sensitivity for doing business in the UK

Cultural sensitivity refers to willingness to recognise the presence of cultural similarities and differences, that may have an influence on opinions, understanding, and conduct (Zegarra-Parodi et al., 2022). The achievement of an organization's international business is contingent upon its cultural sensitivity. There are several kind of cultural sensitivity including *ethnocentric*, *polycentric*, or *geocentric*, must be displayed for operating an effective international corporation is up depending on the business.

Ethnocentric: A lot of aspects of culture, such as myths, stories from the past, proverbs, as well as spoken language, demonstrate ethnocentrism. In accordance with ethnocentric culture, the social structure of the nation from which one originates is employed to characterise the culture of the company as a whole (Coll-Planas et al., 2021). Because of their own opinions, standards, and traditions, that might be completely distinct coming from the culture of the business, individuals as well as leadership who operate in other nations might consider this inadmissible that might jeopardise the achievement of the organisation in those different nations.

Polycentric: In accordance with polycentric theory, the host nation's culture is dominant throughout international companies, and these businesses are likely willing to embrace the cultural norms of the different countries across which they conduct business (van der Gaast et al., 2020). The management team implements the regional staff's values, traditions, styles, and practises. As a consequence, the organisation across all countries lacks an agreed-upon culture, which might lead to a gap between the manner in which it does business. Nevertheless, since these companies follow regional tradition, beliefs, and customs, they have a greater probability to be warmly welcomed across every nation.

Geocentric: In accordance to the geocentric theory, organisations establish a hybrid company culture instead of following to the cultural norms of either their country of origin or the nation in which they are located. As opposed to submitting blindly to the business's customs or traditions, management at geocentric businesses requires a more comprehensive viewpoint regarding the company's long-term objectives and strategies (Altaf et al., 2023). Companies which embrace the geocentric strategy are more capable to make use of the assets they possess while attaining the

highest possible standard of efficiency and profitability. Businesses are more probable to follow to geocentric culture with the goal to achieve success internationally in addition to prohibit disputes between internal and external parties with respect to the way they operate. Workers from each nation become comfortable with the cultures of one another because of to this kind of strategy, which additionally helps in connecting them together in order in order to avoid disagreements resulting from distinctions in culture gap. This results in to the business's day-to-day operations operating smoothly, and ultimately helps the company succeed. Additionally, each company that strives for success in international markets requires to recognise the particular function this culture contributes in the marketplaces for their goods. Consumer as well as business culture both possess an influence on the success of businesses. Because of cultural differences among consumers and stakeholders, which may lead individuals to possess distinct viewpoints and actions regardless of marketplaces for merchandise that is comparable, this scenario becomes more challenging in global enterprises. Consequently, it is of the utmost importance for international companies to recognise the variations and overlaps in culture that are present for their business to be profitable, regardless of marketplaces for comparable goods throughout different countries.

Analysis of different communication barriers experienced by a diverse workforce in the organization like Easy Jet

Geographical barriers: Because of staff members of Easy Jet cannot operate from the exact same office or even within the exact same time zone. distance and time differences possess the greatest effect on working in remote teams. If compromise aren't reached in establishing a time that's convenient for every person's conferences, actual time or personal communication could become challenging or impractical (Nguyen et al., 2020). Also, If processes have not been put into effect that guarantee a clear understanding of assignments or job duties that should be performed and advancement created, it could additionally bring about challenges with teams establishing mutual confidence or transparency.

Cultural differences barrier: With distinct cultural values, norms, beliefs, and standards in addition to weekends and holidays, religions, as well as customs, every culture remains separate in its own unique manner. When employed in a worldwide team, cultural standards, beliefs, and principles grows into increasingly apparent. Workers from various backgrounds might misunderstanding each other due because of the vast disparities in appropriate business behavior (Robinson et al., 2022). A remark or activity through a coworker on an international team could be viewed as unusual, disturbing, or discourteous by members of the group as entirety, that encourages dissatisfaction and additionally prevents communication. Staff members who different communication preferences, and this are determined by their personal ethical and social standards, regularly produce obstacles between cultures. It could additionally end in miscommunication because individuals could have erroneous assumptions regarding the culture of other people. Having prejudices aligned with members of team prevent an inclusive office environment and disrupt efficient communication among colleagues.

Language barriers: A further major barrier to communicating effectively is language. International squads with participants communicating different mother tongues might discover it challenging to share information effectively (Skjerve et al., 2023). Strong pronunciations may render it difficult for people to comprehend other people while preventing conversations from being communicated clearly. Workers ought to be aware of what is happening around them prior

to using nonverbal expression when interacting since it can have various meanings depending upon the cultural context. Examples of this include hand movements, body language, eye contact and expressions on the face.

Generational barriers: Since younger staff members make perceptions older staff members as rigid, lack of touch, or experiencing restricted technological advances competence While, older employees frequently disregard the points of view and initiatives of younger staff members, viewing these individuals as inexperienced, sluggish or those who quit in their place of employment (Kamenidou et al., 2020). Due to neither subsequent generations is prepared to have conversations with one another, this results in place of employment storage containers.as well as causes obstacles to communication as it renders it challenging for intergenerational relationships to collaborate together.

Hierarchical barriers: Organisations require hierarchies to preserve their structure, nevertheless communicating with staff members alongside various responsibilities levels may prove challenging. Barriers to communication are undoubtedly more prevalent in places of employment in which hierarchy is strictly enforced and honoured and in which staff members who have various statuses have only the right to converse through 'official' channels such as e-mails Any information is merely handed down through the chief executive officer to the remaining members of the organisation in a top-down hierarchy in which interpersonal interaction is a one-sided via no input about staff members who have been suppressed as well as silenced. Senior staff members can feel compelled to disregard suggestions, feedback, or statements coming from subordinates as a result of their position and stage according to the hierarchy, thereby granting these individuals permission necessary to do so. On the opposite end of the spectrum, subordinate staff members could feel hesitant and nervous of being truthful and open alongside their upper management due to the fact they are afraid they might inadvertent offend those and hurt their own professional prospects.

Appropriate communication strategies can be adopted by Easy Jet to enable the positive environment within organisation

Regularly comply with workers: The regular meeting with teammates often is an approach to communication that enhances communication and teamwork. A conference call is the perfect means for teams to remote employees to conduct face to face real-time conversations. Video conferences, as compared to telephone conversations, make it possible to observe the facial expressions and body language, thereby making sure that all participants can comprehend exactly what has been said. An organisation may additionally record the meeting in order to ensure members of the team who were unable to participate in the virtual meeting are able to listen to the conversation later (Nilsson and Nilsson, 2021).

Honour the accomplishments: Maintaining a positive attitude and solid motivation has significance for supervisors and leaders of teams.. In public acknowledging both individual and collective achievements is going to show that the company is conscious and interested in the accomplishments of all the teams. Giving acknowledge for achievements may enhance performance as well as improve productivity.

Offer Explicit Instructions: The distribution of instructions by members of a team constitutes a circumstance in which poor communication often occurs. A programme could encounter postpones or it might be available to a premature end as a result of poor communication. Make sure that every task or the venture has straightforward direction or instructions. These regulations might be provided by the leader of the team through a video conference, or through a project management tool. Every member of the team is capable of finishing tasks effectively on the initial time because of the clear and straightforward instructions.

Establish an Open setting: An organisation needs to make sure staff members feel sufficiently safe to approach them regarding problems errors or inquiries with the goal to open up the process of communication. It may help everyone on the team experience comfortable and promote open communication through making it abundantly apparent to the members the way they are able to reach to the upper management whenever they need everything, through individual level or through a video call.

Be Open for Feedback: Managers have to comprehend the significance of communication that is two-way. If an organisation would like to enhance the level of interpersonal relationships or management approach, it must be willing to listen to feedback from staff members. Develop a system in place in which team members are able to rapidly and privately deliver the feedback, possibly via email. Persuade members of the team to bring up their thoughts with each other regarding how the entire group might interact more effectively as well as what might need to be altered to improve satisfaction among workers.

Conclusion

After writing this report it is mainly concluded that, People coming from various nations, languages, cultures, and experiences are currently interacting, gathering, and carrying out business with one another more frequently than ever earlier as a consequence of technological advances in interaction shift, and technology that have significantly facilitated the flourishing of the worldwide economy. Corporations that are operating operations internationally as well as have intentions to conduct business worldwide need to focus on an assortment of considerations with the goal to be successful in the worldwide marketplace as commercial interactions among individuals from various nations, languages, cultures, and backgrounds have been growing. Cultural diversity is one of the most important aspects across them. resulting in the communication gap even greater. Therefore, it is essential to understand how cultural disparities as well as communication gaps influence the performance of any company if conducting business in various nations or geographic areas. Businesses also have to be conscious and willing to adjust to every one of the aforementioned cultural determinants due to these factors being extremely important for an organization's success on the international marketplace.

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