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# What you see



- Words
- Tonality
- Body Language
- Culture

## • Deep Structure

- Beliefs
- Attitudes
- Biases
- Prejudices
- Experiences
- Fears
- Dreams
- Feelings

Explicit interactions

Soft hierarchy

Strong norms but less informal

Plenty of opportunities





Visible differences – gender, race, age  
Ethnicity, foreign origin  
Personal life, lifestyle  
Religion  
Past experiences/Current expectations



Know the basics

Resume, company, job

Move to the desired list

Know your value

Why you? What's your brand?

Make small talk

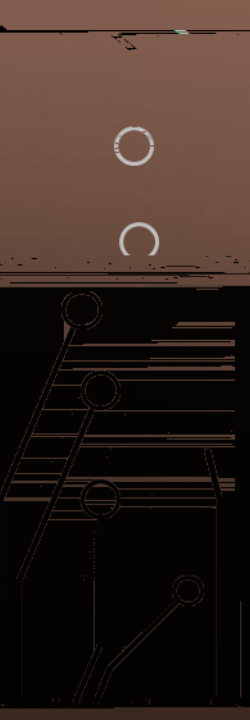
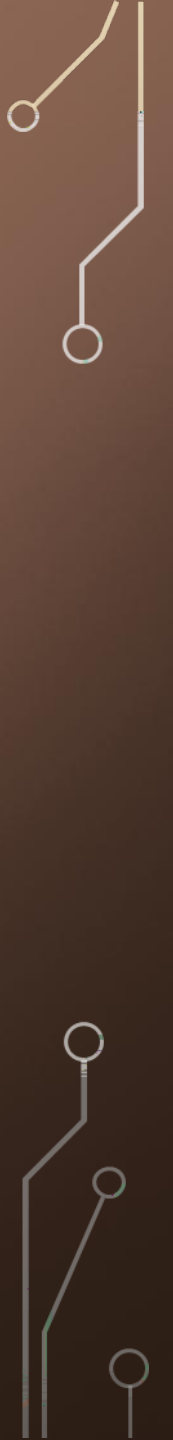
Other cross-cultural issues

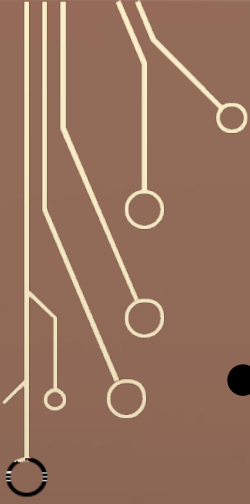



Body language and personal space

Explicit and implicit communication

Avoid "Inappropriate topics"

Personal matters, medical conditions



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- Learning about others starts with yourself
  - Learn the norms
  - Gain marketable skills
  - Fake it to make it
  - Stay positive
    - No matter what
  - Try harder