

## The 7 key principles of Effective Global Communication:

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Having spent over ten years delivering cultural awareness training, consulting local and regional clients on effective communication with foreigners, as well as managing diversity and communication within own businesses, I have developed a simple system: The 7 Principles of Effective Global Communications.

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**C - Cultural Awareness**

**U - Understand expectations**

**L - Listen to and observe**

**T - Trust**

**U - Use clear and precise language**

**R - Respect your audience**

**E - Evidence and evaluate**

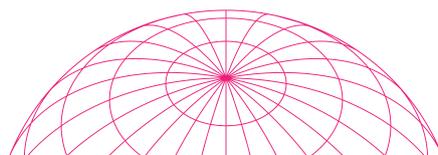
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The above, in my view, are universal and effective communication rules, which will be applicable anywhere in the world and in all areas of business and life in general.

At PAB Languages, we believe that strong company culture and clear expectations and at the same time respecting individual values are key to successful divers team.

It's about identifying and understanding the differences and similarities when it comes to beliefs, values, and behaviours through which experience may be interpreted.

Every business culture has unique styles of etiquette, and it becomes a bit more complicated when we are dealing with people from diverse cultural backgrounds. Having cultural awareness and knowing the right etiquette can help us to save time and money.





## Cultural Awareness Diversity and Inclusion Training

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At PAB we have expertise to suit every business we can enhance anyone communication skills with speakers from other cultures.

Making a good first impression is vital. In general, it is important to be confident, responsive, friendly and professional but in order to make a good impression in global environment, it is important to learn about any potential cultural factors that may influence the way we will be perceived, and it is useful to understand what it is that makes people from other cultures tick and what would appear to them.

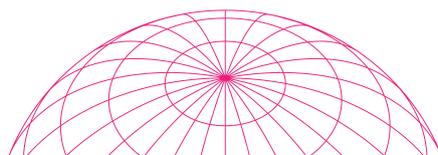
Language and cultural challenges are affecting most of the companies today, from clients expanding abroad, well established abroad, cooperating with international partners or employing multi-national staff to these outsourcing any of the above.

The need for greater cross-cultural awareness is significant and not surprisingly our cross-cultural seminars and workshops in business etiquette are more popular nowadays than ever.

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Iwona Lebie**d**owicz Consultancy works closely with companies across the UK helping them to gain a better understanding of cultural awareness and effective engagement when dealing with clients, associates and their diverse workforce.

Whatever your needs, you'll receive a tailored service: whether you need a crisp 10-minute speech or a full day workshop.



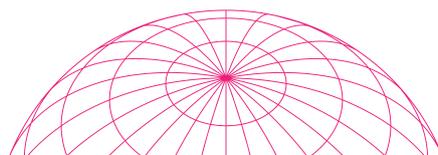
- **Leading Across Borders and Cultures Training**
- **Training for importers and exporters**
- **Training for HR Professionals**
- **Communication with non-English Speakers training**
- **Polish and Russian Training Courses**

As a general rule exporters should respect the culture and traditions of the country with which they wish to do business with and the golden rule of business etiquette is to be open-minded, non-judgmental, and flexible. Understanding the influence of cross-cultural differences in areas such as management, human resources, advertising or negotiations shows that you are an organisation that embraces diversity. Culture impacts people's buying habits, how they respond to marketing messages, website pages or even colours.

Etiquette isn't recognised as one uniform set of standards around the globe, for example, a hand gesture in one country may have the exact opposite meaning in another culture or may have no meaning at all. Some cultures consider making direct eye contact aggressive, rude, or a show of disrespect, however, in others making eye contact is not only seen as appropriate but is necessary for establishing yourself as a powerful business professional.

Another good example, is the way different cultures approach time. In some cultures, punctuality is critical, schedules are set in concrete, agendas are fixed, and business meetings are rarely interrupted. Being late is considered rude and disrespectful. Some cultures pay less emphasis on strict punctuality, are more likely to miss deadlines and tend to value loose scheduling as well as business meetings where several meetings-within-meetings may be taking place simultaneously.

When working in the global commercial environment, knowledge of the impact of cultural differences is one of the keys to international business success. Regardless of the sector – finance, technology, marketing or manufacturing – cultural differences will directly impact on the profitability and success of any business.



My seminars and training give you and your team a solid knowledge as well as cultural understanding in business communication, crisis communication and digital campaigning.

### Cultural Neutralisation and Adaptation Training

### Language Training

### Translation

### Speaking

### Consultancy

### Specialty

Hidden costs of managing multinational workforce, Hidden risks to Health and Safety, Cross-cultural business awareness, Recruitment, engagement and development, and Managing communication in a diverse workplace

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## Let's talk

Through the above tailored to your needs services we will help you engage with your employees, other businesses, and key stakeholders. If you would like to find out more then please visit our website [www.iwonalebiedowicz.co.uk](http://www.iwonalebiedowicz.co.uk), connect with me on LinkedIn or email me [contact@iwonalebiedowicz.co.uk](mailto:contact@iwonalebiedowicz.co.uk)

