



To wrap up...

Case 1 – reception in Turkey

- Read the case study and underline the significant information to help you out
- How will you deal with this situation?*
- How will you prepare yourself?*
- How will you present yourself on the reception?*
- Are there some things you need to consider before going to the reception? And during the reception?*
- At the reception: what are your anticipations?*
- In the case study it is not mentioned whether you nor your colleagues are male or female? Would it make a difference if you were all from the same sex or if you were mixed?*

Case 2 – sales meeting in Spain

- Read the case study and underline the significant information to help you out
- What will you do to get an appointment?*
- Other things to do prior to your visit to Madrid?*
- At the meeting: where will it take place? Timing? Etc.? – which things do you need to consider and must think of in advance?*
- What about the results of the meeting? What do you anticipate of the meeting? Are your anticipations and those of your manager the same? How do you deal with this?*

Some quick tips for going beyond surface adjustment:

1 – REFLECTING

- Constantly test your own ideas about the culture.
- Don't assume you understand the culture.
- Occasionally withdraw from the culture to avoid culture fatigue.

Some quick tips for going beyond surface adjustment:

2 – LEARNING

- View culture learning as expanding your skills and knowledge, not an admittance of failure or that you've done something wrong.
- Learn what is most important to the people in the culture.
- Learn from others, but don't become dependent on them.
- Learn from TV, radio and the press: great for cultural insights.
- When you don't know, ask!

Some quick tips for going beyond surface adjustment:

3 - PARTICIPATING

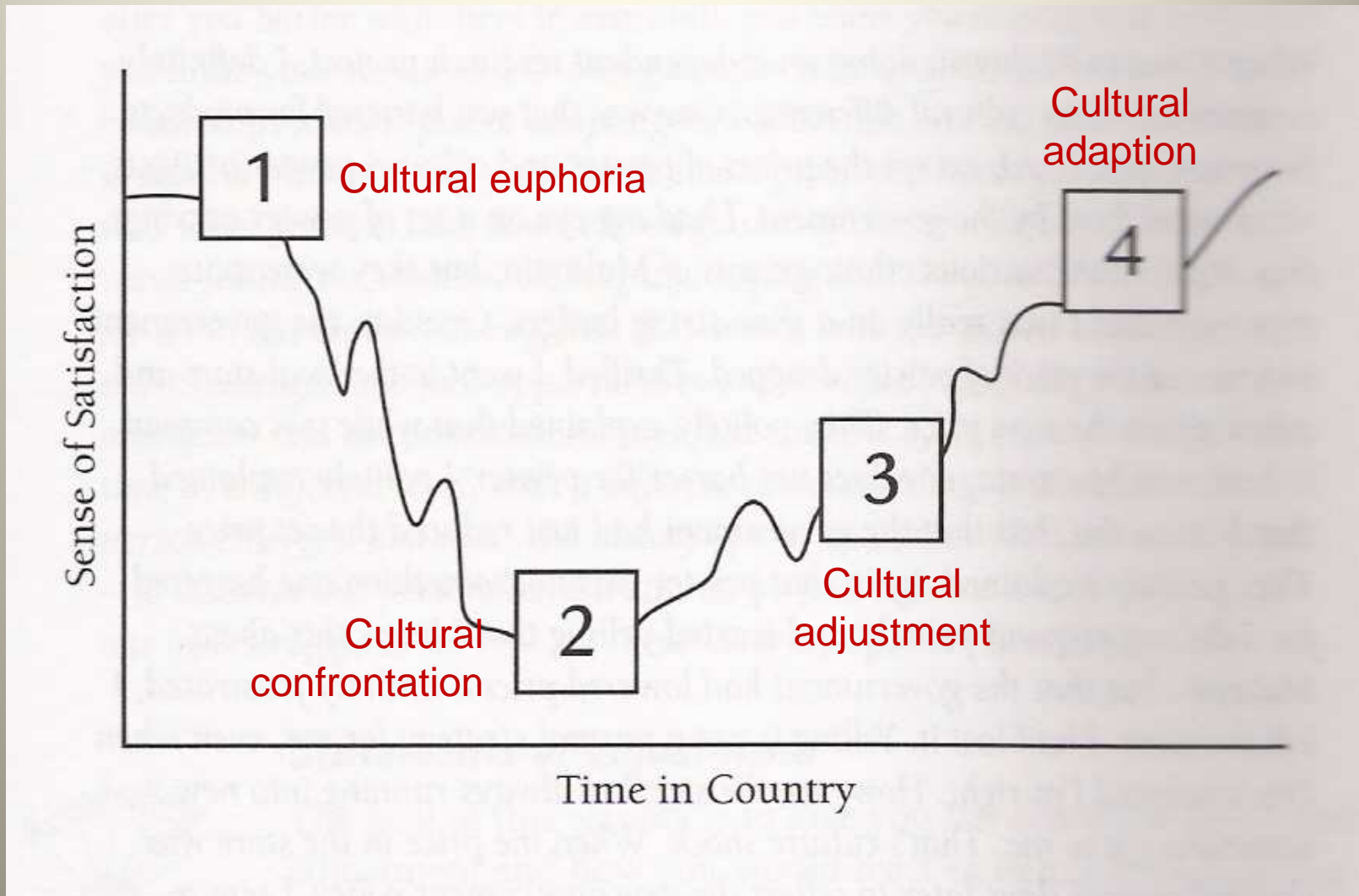
- Participate in the culture.
- Don't fight the culture, flex with it.
- Explain your culture to your hosts, help them understand you.
- When you don't know, ask!

Your personal progress during Unite

Lifelong
intercultural
learning

Realization that you still lack some knowledge and skills – can be a confrontation and disappointment, but also a challenge





**Thank you
&
All the best for a
bright future**