

Cross-Culture Cafe

# RUSSIAN BUSINESS ETIQUETTE

[www.crossculturecafe.com](http://www.crossculturecafe.com)



READ



CONNECT



AUDIO



WATCH



DISCUSS



APPLY

# AFTER THIS TRAINING, YOU WILL...



be more aware of cultural differences between Russian culture and your own;



be better prepared for business travels and meetings with Russian business partners.



use vocabulary to describe (Russian) culture;



# VOCABULARY



MATCH THE VOCABULARY TO THE CORRECT DEFINITIONS.

egalitarianism

collectivity

attire

conformity

collectivity

the people are not individualistic

conformity

action in accord with prevailing social standards, attitudes,

egalitarianism

belief in the equality of all people, especially in political, social, or economic life

attire

clothes, especially fine or formal ones



# READ



## RUSSIAN CULTURE

READ THE FOLLOWING SHORT ARTICLES ON RUSSIAN CULTURE AND SOCIETY AND MATCH THE HEADINGS TO THE PARAGRAPHS. EXPLAIN THE UNDERLINED PHRASES.

Business negotiations

Business meetings

Communication

Time

It is a good idea to develop a network of people who you know and trust. The Russian word "svyasi" means connections and refers to having friends in high places, which is often required to cut through red tape.

Sincerity is crucial as it is required to build trust, and trust is needed to build a relationship as most Russians do not trust people who are 'all business'.

Russians are often very closed and formal in public, but open, warm and informal in private. In communication, Russians tend to be direct and do not avoid confrontation. They can be extremely emotional and yet reserved in the same meeting.

Communication

Hierarchy is important to Russians, thus, Russian executives prefer to meet with people of similar rank and position. They see negotiations as win-lose and do not believe in win-win scenarios and view compromise as weakness. They will continue negotiating until you offer concessions. Russians often use time as a tactic, especially if they know that you have a deadline. Be cautious about letting your business colleagues know that you are under time pressure or they will delay even more.

Business negotiations



# DISCUSS



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## RUSSIAN BUSINESS ETIQUETTE

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ANSWER THE QUESTIONS ABOUT THE VIDEO CLIP.

- Which is more important in Russia – performance or relationship? Why?
- How do I build trust?
- How should you interpret a straight face and strong emotions in Russia?
- Why should you never compare Russia to a developing country?

What is the greatest difference to your culture?



# CONNECT



ARE YOU AN EXPERT ON RUSSIAN ETIQUETTE?

FINISH THE FOLLOWING SENTENCE STARTERS AND COMPARE YOUR SENTENCES TO THE ACTUAL ADVICE

1. The typical greeting is...

A teal-colored horizontal bar with a white arrow pointing to the right, indicating a space for an answer.

2. For meetings wear...

A teal-colored horizontal bar with a white arrow pointing to the right, indicating a space for an answer.

3. Expect your Russian colleagues to show...

A teal-colored horizontal bar with a white arrow pointing to the right, indicating a space for an answer.

4. Never use...

A teal-colored horizontal bar with a white arrow pointing to the right, indicating a space for an answer.