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

use vocabulary to describe (Russian) culture;

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

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.

Business negotiations

Communication

Business meetings

Time
RUSSIAN BUSINESS ETIQUETTE

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?
ARE YOU AN EXPERT ON RUSSIAN ETIQUETTE?

1. The typical greeting is...
2. For meetings wear...
3. Expect your Russian colleagues to show...
4. Never use...