

Cross-Culture Cafe

# BRITISH BUSINESS ETIQUETTE

*crossculturecafe.com*



READ



CONNECT



AUDIO



WATCH



DISCUSS



APPLY

# AFTER THIS TRAINING, YOU WILL...



be more aware of cultural differences between the UK and your own country;



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



use vocabulary to describe (British) culture;



# VOCABULARY



MATCH THE VOCABULARY TO THE CORRECT DEFINITIONS.

multi-cultural

personal space

read between the lines

courtesy

courtesy

politeness

read between  
the lines

to find meanings that are intended but that are not directly expressed in something said or written

personal  
space

the physical space immediately surrounding someone, into which any encroachment feels threatening to or uncomfortable for them

multi-  
cultural

relating to or including many different cultures



# APPLY



————— FILL IN THE BLANKS WITH THE CORRECT WORDS FROM THE VOCABULARY. —————

- Britain may be more class-conscious than most places.
- What has happened to common courtesy and using words that convey respect and gratitude?
- As always, it's important to read between the lines in statements made by this certain politician.
- "RSVP by April 18th 2007 to Mary Jones."
- Personal space and downtime is key to a harmonious holiday.
- This exam is hard, but I know I have to stick it out.



## AUDIO



LISTEN TO THE AUDIO ON BUSINESS ETIQUETTE IN THE UK.

ANSWER THE FOLLOWING QUESTIONS:

- Name some traits that describe the UK business culture.
- What are 'safe' topics to talk about in UK culture? What topics should be avoided?
- How did Mr. Pang think he could speed things up regarding the package he was expecting?

Now answer these same questions about your culture and point out the differences between your business culture and the business culture of the UK.



READ



## UK CULTURE

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

Communication

Business meetings

Multiculturalism

Time

Since World War II, Britain has become increasingly diverse as it has accommodated large immigrant populations. The mixture of ethnic groups and cultures make it difficult to define British as looking or acting in one particular manner. The fact that the nation's favourite dish is now a curry sums up the cultural mish-mash that is modern day Britain.

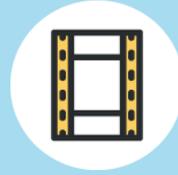
Multiculturalism

Many older businesspeople or those from the 'upper class' rely heavily upon formal use of established protocol. Most British are masters of understatement and do not use effusive language. If anything, they have a tendency to say 'perhaps' or 'it could be'. When communicating with people they see as equal to themselves in rank or class, the British are direct, but modest. If communicating with someone they know well, their style may be more informal.

Communication



# WATCH



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## DOS AND DON'TS IN THE UK

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- *Name three “Dos” that are important in British culture.*
- *What do you have to watch out for with regards to table manners?*
- *What topics should be avoided when visiting Britain?*
- *Why do the British constantly say ‘sorry’?*



What is the greatest difference to your culture?

