

007 STRATEGIES FOR (MORE) SUCCESS IN BUSINESS COMMUNICATION

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Or this?



On her/his majesty's (secret) service




Words, words, words



James Bond's communication style

- What are his strengths and weakness as an international business communicator?

James Bond: strengths (from “M”)

- He **says his name clearly** when he introduces himself.
- He drinks the best cocktail  and **knows how to charm** the ladies. 😊
- **Uses humour** a lot with friends and foes.
- **Tenacious**. In order to reach his goal, he’s prepared to almost die to get to the bottom of his opponent’s secrets.
- Not arrogant. He **respects people** whether they are rich or poor.
- He **listens to what people say** and absorbs the information fast.
- Always **ready to help** his colleagues and bring justice if they have been wronged.
- **Interested in other countries and customs**, prepared to try out new food.
- Has a **good network of business acquaintances** wherever he goes.

James Bond: weaknesses (from “M”)

- **Can be cocky** because he knows how good he is and has a quick grasp of things.
- **Can be ruthless** if he had no use of someone or if he's threatened.
- Not forgiving. At times **jumps too quickly to the wrong assumption.**
- **Very little patience.** No time for fools or show offs.
- Headstrong. Stubborn. He does what he feels is right and **doesn't always listen to his boss or follow orders.**

Seven simple(ish) strategies

- **Listen well:** stay a little longer in the other person's world
- **Reserve judgment:** wait till you've thought and got the facts
- **Be curious:** ask questions, be interested in the answers
- **Look for positive intent:** it's there more often than you think
- **Be clear and explicit:** say what you're (not) saying and why
- **Clarify, clarify:** "When you say...what (exactly) do you mean?"
- **Get a lot from a little:** "I trust you fully with this project."

Further reading

- ***An Introduction to Evidence-Based Teaching in the English Language Classroom: Theory and Practice***
Carol Lethaby, Russell Mayne and Patricia Harries; Pavilion elt
- ***Bridge The Culture Gaps: A toolkit for effective collaboration in the diverse, global workplace***
Robert Gibson; Nicholas Brealey
- ***Communication for International Business: The secrets of excellent interpersonal skills***
Bob Dignen with Ian McMaster; Collins
- ***On Her Majesty's Secret Service***
Ian Fleming; Penguin Random House
- ***Wine Bar Theory***
David Gilbertson; Phaidon



Do contact me!

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Or via LinkedIn

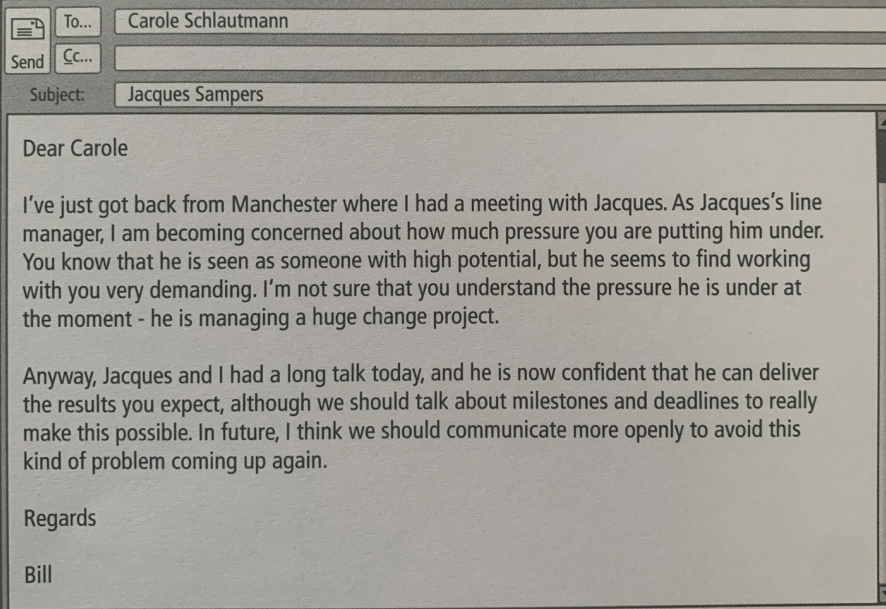
What would you advise?

Managing conflict

Let us now look at an example of conflict management via email. The email below is from Bill Benson to Carole Schlautmann. Carole is an international project manager to whom one of Bill's line staff, Jacques Sampers, has to report as a member of her project team. Bill expresses his worries about Jacques's role in the project.

As you read the email, do the following:

- 1 Think about how you would feel in Carole's position.
- 2 Underline any parts of the email that you find problematic.
- 3 Think of ways that you could improve the text.



The screenshot shows an email client interface. The header includes a 'To...' field with 'Carole Schlautmann', a 'Send' button, a 'Cc...' field, and a 'Subject:' field with 'Jacques Sampers'. The body of the email contains the following text:

Dear Carole

I've just got back from Manchester where I had a meeting with Jacques. As Jacques's line manager, I am becoming concerned about how much pressure you are putting him under. You know that he is seen as someone with high potential, but he seems to find working with you very demanding. I'm not sure that you understand the pressure he is under at the moment - he is managing a huge change project.

Anyway, Jacques and I had a long talk today, and he is now confident that he can deliver the results you expect, although we should talk about milestones and deadlines to really make this possible. In future, I think we should communicate more openly to avoid this kind of problem coming up again.

Regards

Bill

Source: **Effective International Business Communication**, Bob Dignen with Ian McMaster, Collins