

INTERNATIONAL PROTOCOL

“The Art of Doing Business”



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Protocol -- Why??

- **Create** distraction free environment
- **Facilitate** exchange of information
- **Build** relationships
- **Increase** (global) business

Make yourself comfortable,

Overcome stereotypes,

Communicate across cultures

Who Are We??



- Representatives of U.S., region, state
 - State Agricultural Commissioners, Secretaries, Directors, Chief
 - Staff, Agricultural Producers, Family members
 - Other government or business representative
- Our business: Marketing or selling what we are and what we produce to the U.S. and abroad

Protocol Power Points



- Eye Contact
- Entrance
- Shaking hands
- Posture
- Introductions of yourself & others
- People skills
- Business Attire
- Project confidence and authority
- Make visitors feel welcome
- Recognize rank and status

First Impressions



In a face-to-face encounter, of verbal message:

7% from words

38% from vocal tone, pacing and inflections

55% from speaker's appearance and body language

Source: A. Mehrabian

Protocol Intelligence



- Positions you to project confidence and authority
- Project positive image
- Give you skills to thrive in business situations with diverse clientele



APPROPRIATE BUSINESS ATTIRE & ACCESSORIES



- Quality fabric, conservative styling
- Understated
- Rarely can overdress, under-dressed can happen often
- Briefcase and organization of it is part of wardrobe



Eye Signals and Eye Contact

United States

- **Tells: You are listening**
- **Watch listener's eyes**
- **Makes you better listener**
- **Focuses attention on individual**
- **Direct eye contact – 40 – 60% of time**
- **Say's I'm listening**

Eye Signals and Eye Contact



International

- Be aware of cultural differences
- Be prepared before you go
- Take cue from hosts, those you meet
- Do not stare
- Use Business approach



Business Card Protocol



- **Business Cards**
 - Presentation
 - Respect for card
 - Translation
 - Use of card at a meeting
- **Carry cards in a card case**
- **Present your card with your right hand**
- **Internationally -- More formal**

World Class Handshakes



Power Points for Handshaking



Right hand free

Left hand hold one item

Name badge

Extend your hand

Web-to-web

Shake from elbow

Two smooth pumps

Shoulder-to-shoulder



Business Introductions



Add Confidence and Authority

Refrain from making gestures

Look at each person

Tell something about person you introduce

When misintroduced

When firm is misidentified

Stand For All Business Introductions

Always stand when you meet

***Exception:* When it is awkward to stand**



Introductions



Responding to Introductions Worldwide



- Be an alert listener
- Always show respect
- Repeat name if possible or look at card respectfully
- Avoid “hi” and “hello”

Global Communication Styles



Project Confidence

Stand and sit erect

Chin up, shoulders back

Be attentive

Be alert

Be respectful

Crossing the legs

Bottoms of feet



Global Conversation Skills



- Listen to loudness of voices
- Don't interrupt
- Don't ask, "Do you understand me?"
- Keep still
- Prepare yourself in advance
- Be prepared to discuss the culture
- Avoid certain topics
- Be careful with gestures

A Risky Language (Gestures)



- Actions speak louder than words
- Touching
 - Very touchy business
 - Take your cue from the culture
 - Latin America – hugs common, cheek kisses
 - Japanese & other Asian – very little touching
- Watch your gestures
 - Facial
 - Hand & arm



Working with Interpreters



- Consecutive vs. Simultaneous
- Look at client – NOT interpreter
- Deliver message in bite size pieces
- Facial expressions important
- Practice with friends



Gift Giving



- Gifts acceptable in most cultures
- Do not outdo your guest – especially in Asia
- What to bring?
 - Something unique to your area
 - Photographic book from your area
 - Nothing too personal

Table Manners



Formal Dining

- Wait for host
- Follow lead of host
- Never wrong to wait and watch
- Mind your manners and learn when they should be

Tips for Women -- Is it different??



- Be 100% businesslike -- Know your business and have credentials
- Dress conservatively
- Do not look for or expect special favors or behavior
- Answer “personal” questions frankly and directly
- No actions that can be mistaken as flirtatious



Want to Learn More?

- Read
- Prepare
- Travel with experienced international business people
- Work with experienced hosts
- Give yourself a frequent reality check (don't get too comfortable with yourself)

Do Your Homework



- **Technical skills and knowledge – 15% of reason get, keep and advance in job**
- **People Skills – 85% of job success**

*Harvard University, Carnegie Foundation & Stanford
Research Institute*

Resources:

“Know Before You Go”



- Books
 - “Dos and Taboos Around the World”, Roger Axtell
 - “Kiss, Bow or Shake Hands, T. Morrison, W., Conaway, G. Borden
- Websites
 - www.state.gov.travel
 - www.learnaboutcultures.com
 - www.cia.gov
- Experts
 - PB Consulting – protocolforbusiness@hotmail.com