



Dear Reader,

Do you or your staff work with people from a different cultural background to your own? If so, did you know that not understanding the cultural behaviour of one's business partner is a core reason why three from every four international ventures fail?

The most common source of conflict within intercultural teams lies in misinterpreting the values which drive behaviour. To illustrate the situation within the German-Australian context, many Australians conclude Germans to be rude and many Germans consider us superficial. Both descriptions are correct, from the perspective of one's own culture. How a German openly criticises the idea of a work colleague is undesirable in a society which sacrifices honesty for politeness. For them, however, starting and ending with positive feedback when the core message is instead the negative part in between is confusing. Perceiving each other from the counterpart's perspective – honest, friendly – will increase your chances of reaching a mutual understanding that benefits your partnership. I have gained this insight through dedication to uncovering the unspoken expectations that Germans and Australians have of their people.

Born and raised in Australia, I first moved to Germany at the age of 20 to intern in a subsidiary of RWE then study for a year in Tübingen. The appreciation that I grew for the country's contrast to our culture inspired me to pursue a career in Germany. Within five years, I lived in seven cities between four federal states, from north to south and east to west. My experiences, guided by literature and the mentorship of CEOs from intercultural consultancies, refined my understanding of the behavioural tendencies of your German stakeholders. I helped create a course on their culture, another to train them to work with Americans and edited a book on this topic. I have also written a 75-page report on Australian culture. Now, I want to support German and Australian companies, such as yourself, in your communication with your international business partners.

The first step towards offering you effective consultancy is to know your individual needs. Book an appointment with me, take the first step towards greater productivity with your German or Australian partners.

Samuel Davies

Your Advisor
Samuel Davies