



Working Across Cultures USA & Canada

DIT West Midlands – 20 September 2018

Allyson Stewart-Allen

CEO, International Marketing Partners Ltd.

148-150 Buckingham Palace Road

London SW1W 9TR

+44 (0)20 7828 9400

allyson@intermarketingonline.com



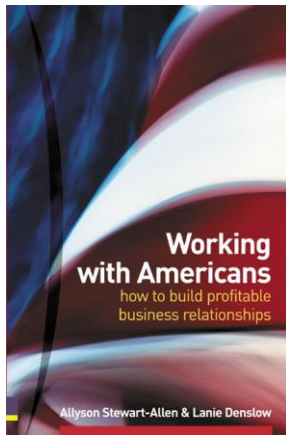
Who's in the room?

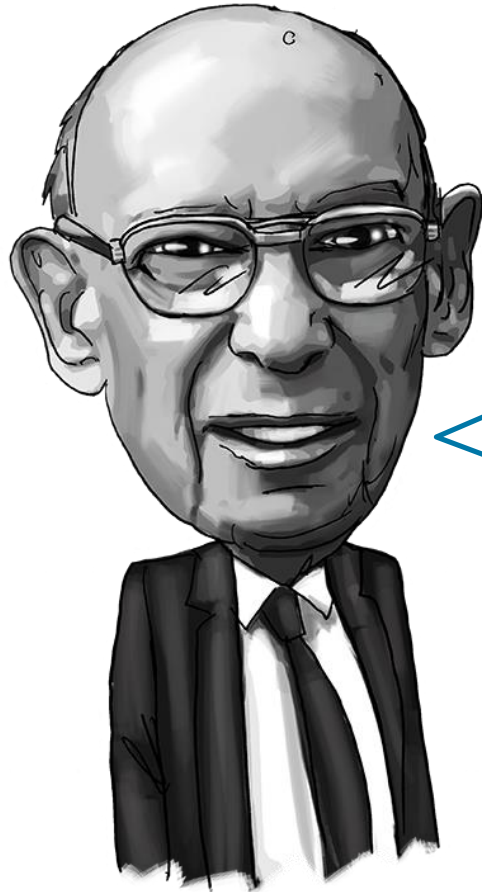


Allyson Stewart-Allen



- Advisor, Educator, Author, Media Commentator
 - The Apprentice, BBC Breakfast, CNBC, CNN, Sky News Muse of Marketing
- *Working with Americans* (Pearson), *Marketing in the USA* (DIT)
- Help leaders and their organisations successfully span boundaries, build global mindsets
- Internationalist with local knowledge
 - Los Angeles, Munich, London
 - French and German languages





*“Culture eats strategy for breakfast”
- Dr. Peter Drucker*



- Dive under the waterline
- Understand values
- Difference = difference
- Know your own position, biases



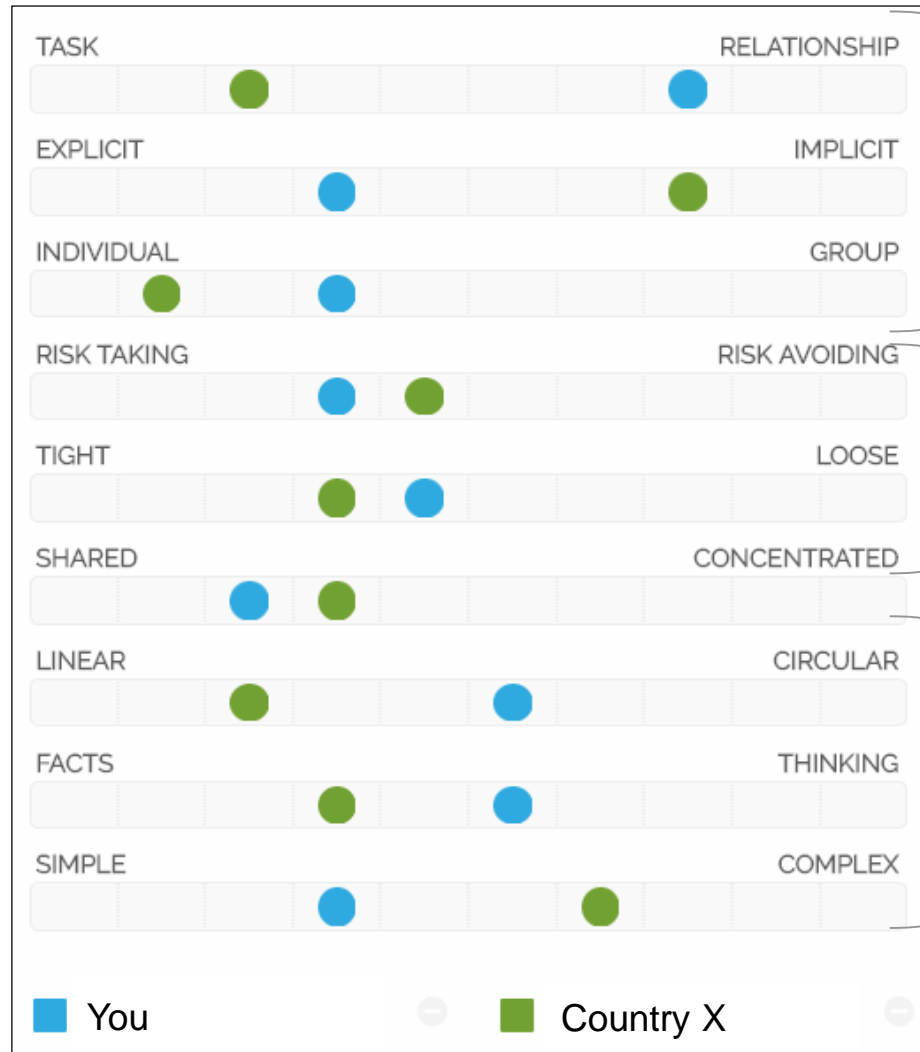
Today's workshop agenda



- **Describing Business Cultures**
- Negotiating with Americans
- Negotiating with Canadians
- Negotiation Strategies
- Theory and Practice
- Reflections

Describing Business Cultures

TMA Country Navigator model



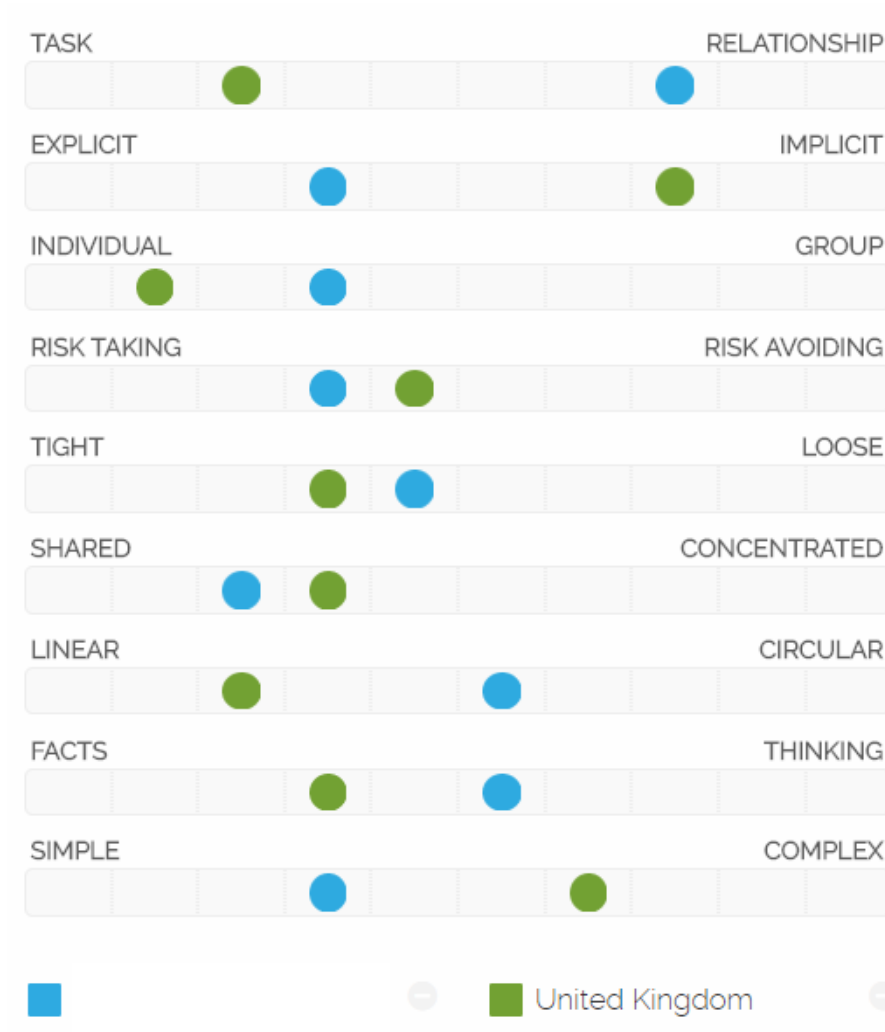
Relating

Regulating

Reasoning

Describing Business Cultures

UK



Today's workshop agenda



- Describing Business Cultures
- **Negotiating with Americans**
- Negotiating with Canadians
- Negotiation Strategies
- Theory and Practice
- Reflections

Negotiating with Americans



- Make it my way
- Let's do lunch
- Guides are good
- Plan, plan, plan
- Do it now!



Today's workshop agenda



- Describing Business Cultures
- Negotiating with Americans
- **Negotiating with Canadians**
- Negotiation Strategies
- Theory and Practice
- Reflections

Negotiating with Canadians



- Definitely NOT American
- Never the two shall meet:
work, life
- Content is King
- Bow, kiss, shake hands?

Today's workshop agenda



- Describing Business Cultures
- Negotiating with Americans
- Negotiating with Canadians
- **Negotiation Strategies**
- Theory and Practice
- Reflections

Negotiation Strategies



Task											Relationship	Relating
Explicit											Implicit	
Individual											Group	Regulating
Risk Taking											Risk Avoiding	
Tight											Loose	Reasoning
Shared											Concentrated	
Linear											Circular	
Facts											Thinking	Reasoning
Simple											Complex	

Today's workshop agenda



- Describing Business Cultures
- Negotiating with Americans
- Negotiating with Canadians
- Negotiation Strategies
- **Theory and Practice**
- Reflections

Theory and Practice



Today's workshop agenda



- Describing Business Cultures
- Negotiating with Americans
- Negotiating with Canadians
- Negotiation Strategies
- Theory and Practice
- Reflections

Reflections



- What you've taken from today's workshop
 - Your "from/to"
 - Reflections on global mindsets and
 - yourself as a leader
 - your international team(s)
 - the business

- Commitments



Comments/Questions?



Ongoing learning?



■ Reading

- *Working with Americans* (Allyson Stewart-Allen, Lanie Denslow)
- *Marketing in the USA* (DIT/Allyson Stewart-Allen)
- *HSBC Culture Snapshots: USA, Canada* (Allyson Stewart-Allen)
- *5 things that make Canada a very different place to work than the US* (Business Insider article)
- *When Cultures Collide* (Richard Lewis)

■ Film

- *Where To Invade Next*
- *The Big Short*
- *Office Space*
- *Glengarry Glenross*

■ Online

- [“Are you ready to work with Americans?”](#) challenge



Working Across Cultures USA & Canada

DIT West Midlands – 20 September 2018

Allyson Stewart-Allen

CEO, International Marketing Partners Ltd.

148-150 Buckingham Palace Road

London SW1W 9TR

+44 (0)20 7828 9400

allyson@intermarketingonline.com

