



## 5 Quick Tips to Improve Your Global Communication



January 2021

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At Techworld Language Solutions, we know you want to be a confident and effective communicator. When you work for a global organization, being clear in all communications with your teams and clients around the world is crucial.

We get it. Nobody wants to miscommunicate or leave their company vulnerable to costly misunderstandings. We believe communicating clearly to your global audience shouldn't be so hard. That's why with over 36 years in the business, we put together these five easy tricks you can start using today to improve your global communication skills.

### **Tip #1: Add your preferred pronouns (i.e. she/her, he/him, they/them) to your email signature.**

Often when we work with international clients and colleagues who speak different languages, we don't always know which names typically assume which genders and therefore, we are unsure how to address the person on the receiving end of the email. We've all been there – addressed someone as “Mr.” when in fact, they are a “Ms./Mrs.”. Not only is this practice more inclusive, but it helps our international colleagues and clients feel more comfortable in knowing they are addressing us correctly.

### **Tip #2: Slow down and repeat yourself.**

Remember that high school foreign language class where you stared at the teacher for most of the hour only to realize you didn't have the slightest idea of what they were saying? Frustrating, right? You don't want your client to feel that way about you! Chances are, they have spent countless hours learning another language and worked very hard to improve their language skills over the years. Please meet them halfway by speaking clearly, controlling your cadence and repeating words as needed.

### **Tip #3: Clarify expectations in more than one way.**

Believe it or not, some cultures say “yes!” when in fact, the answer is a firm “no.” How do you know when this is happening? You don't! The key is to communicate your expectations in multiple ways and to request input from others. For example, during your calls with team members in other countries, you should first state the expectation, next, ask the team if they can identify any roadblocks to getting there, and then finally, recap the agreed upon expectations in a follow up email. Giving your team multiple opportunities to speak up while also avoiding “yes” or “no” questions can help you meet those deadlines and keep the team happy.



**Tip #4: Learn the Language.**

We know, learning and mastering a language is hard and takes time that you may not have available in your schedule. Here's what you might not realize, though – people truly appreciate it when you try. Your clients and colleagues understand that you may not be able to have a full conversation with them in their language, but if you take a little bit of time to learn a few key words and some important cultural facts about their country, you will greatly increase your chances of forming a genuine connection with them. Having an authentic global connection is not only great for business, but it will feel rewarding for you on an individual level as well.

**Tip #5: Translate your documents and presentations.**

We can't tell you how many times we hear clients say they have communication problems between headquarters and their international teams. Some clients are relying on the fact that their teams mostly understand English, but unfortunately, that's just not enough. We implore our clients to create a process where all international communications are assessed for whether or not they need to be translated. Particularly delicate communications, training materials, and health and safety communications are just a few examples of items that should be translated by a professional to ensure the message is received clearly.

Now that we've covered these quick tips, you hopefully have a few more practical strategies for all your global encounters. We take great joy in helping our clients face these tough challenges head-on. If you or your team have questions about our service offerings or pricing, call us today at +1 (248) 288-5900 or email us at [info@techworldinc.com](mailto:info@techworldinc.com).

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