

DO'S & DON'TS IN THE NETHERLANDS

General directions for making a good impression

- Plan your meeting well in advance; Dutch are ruled by their agenda's.
- Get down to business fairly soon; too much small talk may be viewed as lack of competence.
- Expect decision making to be slow due the need for consensus; all involved may voice their opinions first.
- Dutch tend to be very direct and honest in their communication, but they shy away from personal confrontation or conflict.
- Dutch don't use many words which may make their messages literal and rather blunt; don't take their comments too personal.
- Agreements and promises should be always kept.
- Do not act superior to others or show off your wealth or status; Dutch will hold this for arrogance.
- Meetings often start with coffee which offers a good moment for some smalltalk.
- Pay attention to using the right job titles and names in written communication; addressing a Dutch person wrongly makes him look as not important enough.
- Private life and work are separate; don't be insulted when you are not invited after working hours.

These do's and don'ts help to make a first good impression when meeting business partners.

However, for a successful business outcome, a tailored cross-cultural approach is key. We gladly provide you with more country and industry specific cultural advice. Contact us at info@culture-inc.com.