

## DO'S & DON'TS IN THE UK

### General directions for making a good impression

- ⊖ Understand the regional background of your business partners; there are many differences and sensitivities between for example the Scots and the English.
- ⊖ The best way to contact senior executives is through a third party.
- ⊖ Change is not necessarily a good thing to the British; don't present your plans as leading towards big changes.
- ⊖ British can act very political and tactical in their negotiating styles; stay alert.
- ⊖ Listen carefully: there are many ways of conveying a message and British use irony and indirect expressions a lot.
- ⊖ Don't start the use of first names, but follow the initiative of your host.
- ⊖ Though the British can be self-critical, you'd better not confirm or join them in criticizing.
- ⊖ Gifts are not part of doing business in England.
- ⊖ In a pub, don't miss your turn to "shout for a round" (buy everyone a drink) in your party.
- ⊖ Wear conservative business dress; men should not wear striped ties (as this reflects the British "regimentals").

*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](mailto:info@culture-inc.com).*