



Do's & Don'ts in the United Kingdom

- ▶ Understand the regional background of your business partners; there are many differences and sensitivities
- ▶ The best way to make contact with 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 assist you in making a good first 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 advice and workshops.

