



Do's & Don'ts in Australia

- ▶ Keep your presentations short and to-the-point; too much details and talking do not support your company profile
- ▶ Present your message clearly and with all pros and cons
- ▶ Don't pressure your business partner in negotiations as this will turn out contra-productive
- ▶ Work and play are separate and equally important
- ▶ Be punctual to meetings or you may be regarded as careless
- ▶ It 's easy to arrange for appointments at all corporate levels, but make sure to arrange for them well in advance
- ▶ Good health and sports are important and make good conversation topics, especially rugby and cricket
- ▶ Australians respect a good discussion but avoid topics around politics and Aborigines
- ▶ Look your conversation partner in the eyes as a sign of honesty but do not wink at a woman
- ▶ Equality is a basic value so descent and titles are to be used with care; follow your business partners way of addressing people (sir, mate etc.)

***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.***

