



# Quick E-Tips



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Thank you for subscribing to this newsletter brought to you by International Advantage® - *Leading Across Cultures*. Every month we bring you tips to help your team and organization, especially those operating in culturally diverse environments, reach their business goals.

## Topic of the month: Are YOU one of those People who says...

*"Please let me know if you don't understand"?*

This month I observed a long presentation given to an audience who speaks a different first language than that of the presenter. Since the presenter broke almost every rule that exists about presentation do's and taboos for a cross-cultural audience (and about 75% of the rules for any audience), I thought this might be a good topic this month for all of us.

## 7 Tips: How to Give a Presentation When There's a Language Barrier

1. Don't start out with the old statement "Hello [in their language]. Sorry [ha, ha, ha] but "hello" is unfortunately the only thing I can say in [your language]! Please let me know if you don't understand me." This is the most tired introductory statement and I hear it over and over and over. Say something original and take on the responsibility yourself for being understood.
2. Slow your speech to half your normal rate and avoid all jargon. Yes, you've heard this one 1000 times...but there's a reason for that.
3. Take words off the PowerPoint slide. Simply put, my question is: Why do we always think that the more words we say and write on the slide will result in more learning? Face it, audience listen OR read. This is, of course, is even more impossible when the audience needs reading time, comprehending time, listening time and comprehending time.
4. Every few slides, give the participants 2 minutes to discuss with their neighbor what is being communicated and/or what stands out for them. You will drastically improve retention of the information and get the questions you always say you want.
5. Use a visual representation of your points that will help the listener capture your idea on as many slides as possible. I know it takes time to design it or find a graphic. Make sure the graphic reinforces your message...otherwise it's just another message that takes time to interpret.
6. Take a 5+ minute break every 30 minutes. I know you want to present all your information, but just do it. Participants will be more likely to actually hear your next ideas.
7. Make it easy and painless for participants to ask questions anonymously. Provide cards or post-its that participants stick on the wall at break times or hand in. This tip will not work if you have ignored the other suggestions listed here. Why? Participants will know you are more

interested in finishing what you want to say than in achieving real communication. In addition, they have likely already tuned you out and are too busy watching the clock.

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## News

### **1. Back from South Africa! And more tools for our clients!**

I was pleased to attend the third of a five-part program called the Organizational Systems and Development International Program in Cape Town, South Africa in January. I am happy to return with more tools to our clients in solving people, process and structural issues in organizations that operate within a global environment.

### **2. Returning Client, Pulte Homes, Inc.**

We were pleased to continue our collaboration this month with Pulte Homes, Inc., this time in Palm Desert, California. Pulte Homes, Inc. is the largest residential homebuilder in the world, established in the U.S., Mexico, Puerto Rico and Argentina. The workshop, entitled "**Effective Leadership of a Latino Workforce in the Construction Industry**" included leadership and communication strategies for V.P.'s and Managers in Project Management, Operations, Customer Relations and others. (*International Advantage® has had the pleasure of working with Pulte since 1998.*)

### **3. Event Announcement at the Institute of Management Consultants -AZ**

"Traveling Tigers: How to Stay Energized, Productive and Healthy on the Road... or at Home", presented by Ted Rogers.

If you've ever:

- Called the front desk to know what city you're working in
- Wished you could take a shower with a big bar of soap
- Wondered if the airline seats were shrinking
- Longed for a home cooked meal without having to leave a tip

...you don't want to miss of March 10<sup>th</sup> program. Attend our meeting at the Institute of Management Consultants, Arizona Chapter.

### **Want to print, forward or redistribute this Quick E-tip?**

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To your continued success around the globe,

*Lisa*

### **Lisa Koss**

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