

# Could you achieve business success without being able to communicate effectively?

You've seen the **vast potential** that outsourcing to Asia and other foreign countries like India holds. And you're eagerly anticipating your success. But have you considered the possibility that *communication could be a problem*?

Even though you may be speaking the same language, there is still a great margin for error.

*Consider this fact:*

93% of communication is non-verbal. What this means is that a mere **7% of communication is verbal**. In the world of business, getting your message across clearly is of utmost importance. So you *must* make this 7% count!

Add in the fact that Eastern countries such as India have their own unique and very different cultures. You may think this is not a problem because business is business wherever you go.

But you'd be wrong.

## Are you aware of the dangers of ineffective intercultural communication?

I'll give you an example.

I have a friend who was born in Thailand. He's a fun guy, very friendly and helpful, as many Thai people are. He moved over to our country several years ago with his Thai wife. But almost as soon as he began settling in, he realized just how difficult it can be to become familiar with a brand new culture. Driving along quite happily one day, he approached a car waiting to pull out ahead of him. He waved them and carried on.

**But the car pulled out and the two drivers were nearly caught in a very serious collision!**

You see, in this country, if you wave a person waiting to pull out ahead of you, it means 'go ahead, I'm letting you in'.

But in Thailand, the very same hand signal means 'don't go, I'm carrying on'.

Of course my Thai friend was a little shaken over his encounter. But it could have been a lot worse.

*Can you see the obstacle here?*

This applies *directly* to the world of business when culture differences are involved. To assume that cultural differences will have no effect in the business arena, could be fatal. And in the quick-fire world of business, fatal is not something you want in the equation!

**You *could* continue and ‘hope for the best’, cross your fingers and hope they ‘get what you mean’.**

**But if you have any *real* desire for business success, ‘hope’ is not something to rely on.**

You have to be confident, assertive and absolutely certain of what you want and need.

Of course, you already know that!

But here’s the trick. You *also* need your **outsourcing company** to feel confident, assertive and certain about their role. If there is any doubt as to what they need to do, it could have catastrophic effects on your business.

Loss of money, time, investment, energy...

Well, you get the picture.

*So what’s the solution?*

## **Welcome to Corporate Cultural Attaches™.**

Our job is to **bridge the cultural gap** between your business and that of Asia and other foreign countries in outsourcing business relationships.

But what *exactly* makes us qualified to do such a thing?

Our staff emigrated from the Middle East and Asia while still young and began a new life in the US. We progressed through the education system in both countries and subsequently made our mark in corporate America. We know exactly what it takes to make it on this side of the Atlantic.

But the key here is that we *also* know how to **communicate business ideas and strategies across the cultural divide**. Having grown up with various Eastern and Western cultural influences and worked with people from these countries as well as South America and Europe, we have the expertise from **direct experience** to get the message across in a way that we *know* will be fully understood.

Our experience stretches across many business niches, including:

- **Marketing**
- **Finance** (with particular success within the hectic Wall Street environment)
- **Human resources**
- **Liberal arts**

...and many other areas.

## **We have a wealth of knowledge at our fingertips, just waiting for you to benefit from!**

With the boom in businesses turning to **outsourcing** as a **more productive and financially beneficial** means of turning problems into solutions, we spotted the *immense need for more efficient intercultural communication*. Having been through this situation ourselves and successfully achieved our own goals, we stepped into our natural position as immediate experts.

There is *absolutely nothing* worse than an awkward, inefficient and unproductive relationship between businesses that are both looking to benefit from each other. No-one wins if the cultural communication gap cannot be bridged.

## **So how can this wealth of knowledge help you and your business reach new heights of corporate success?**

We aim to provide you with the tools you need to **break through the cultural barrier** between you and your outsourcing company and **communicate on one completely understood level**.

Worried? There's no need.

You won't have to learn a new language. You won't have to study new cultures. We've made this as easy as it is effective.

**With just a few simple but extremely efficient techniques, you can be blazing ahead of your competitors in terms of productivity and financial growth.**

Communication is what makes us all sophisticated human beings rather than primitive mammals. But **effective** communication makes us successful. We provide you with this subtle but immense difference.

**As soon as you implement the knowledge we will give you, your business will grow in leaps and bounds. It really will surprise you!**

You will wonder how you ever managed to struggle on before.

Just consider how you got to where you are now. Chances are you've learned through your own trials and tribulations. If you've been lucky, you've picked up a few gold nuggets from experienced individuals who've hit success.

It is an undeniable fact that the *best* way to make it to the top is **not by trial and error at all**, but by **learning from the experiences of others**.

Avoiding the common pitfalls immediately puts you on the fast track to success.

We have the **experience** and **knowledge** to get you where you need to be. With our **invaluable advice, training and one-to-one consulting**, we provide you with the support you need to *turn ineffective and unproductive communication into a successful business relationship*.

With **Corporate Cultural Attaches™**, you will discover what it *really* means to **benefit from successful outsourcing interactions**, with the tools of **powerful intercultural communication techniques** firmly under you belt.

In business, time is of the essence. Don't let your competitors get even *one* step ahead of you.

**Call us today** on (212) 585-2804 to book your appointment for an in-depth and enlightening consultation.