

CFAIWS6

Develop new markets with different countries or diverse cultures



Overview

This unit is for anybody from any country or culture who is developing new markets with another country or culture.

You might do this:

1. when developing new markets with people of a different culture within the UK or abroad
2. when developing new markets with people from any country or culture whether they were born, educated or work here or are have just arrived in the country
3. when working in the public, private, non-profit or community sectors
4. when working in voluntary, aid or humanitarian work
5. when making one-off or ongoing transactions
6. when widening your range of products or services, trying to find new customers for your existing products or services, opening an additional office or new organisation elsewhere or working on a merger, acquisition or offshore outsourcing.

The benefits and business case of doing this effectively

1. new markets or customers for your products or services
2. less dependency on current market(s)
3. reduced business risk by entering stronger or more lucrative market(s)
4. increased sales or number of users for your products or services
5. greater market visibility
6. wider range of products or services
7. better knowledge of competitors and more sustainable market presence
8. strengthened diversity and equality policies and procedures

Identify the cultural and product or service expectations of people in new markets, respond to the needs of markets, test your ideas, develop processes to implement them, recognise opportunities for the future.

These standards describe working with people from different countries or diverse cultures in ways that promote open and respectful interaction, better understanding and improved performance.

This unit covers specific aspects of working with different cultures. The general skills needed to work with people from different countries or diverse cultures are covered in the following unit.

1. Develop your skills to work effectively with people from different countries or diverse cultures (1 from Intercultural Working standards)

The units below describe the technical aspects of international trade.

1. Explore markets abroad (WB6 from Business Enterprise standards)
2. Import or export products or services (BD13 from Business Enterprise standards)

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Performance criteria

You must be able to:

- P1 respond effectively to tips about opportunities in new markets or locations and make and use personal contacts and other links to gather information
- P2 find out about the actual current preferences, values, sensitivities, cultural expectations and buying patterns of the people in your chosen market
- P3 recognise what language skills are needed and where they can be sourced most effectively
- P4 respond positively to the needs of the market and use products or services that will attract and not discriminate against the people you are providing them to
- P5 test or pilot your products or services in ways that meet the expectations of the country or culture in your chosen market
- P6 use processes and procedures that take account of the key differences and similarities in working practices, laws, regulations, values and attitudes of the countries or cultures involved and the needs of your organisation
- P7 recognise opportunities to develop products or services that are of value to existing and new markets
- P8 recognise ideas from different countries or cultures that may help you to be more innovative in your international business strategy and operations
- P9 overcome barriers to international business development due to poor market knowledge and communication problems
- P10 manage knowledge transfer between your organisation and its clients and partners to promote sustainable relationships and growth

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Knowledge and understanding

You need to know and understand:

Cultural influences

- K1 why it is important not to base your decisions on common perception, stereotypes, prejudice or old information.
- K2 key political and historical factors that affect the country or culture you are working with. (for example past or current partnership or conflict, shared policies, elections or political unrest.)
- K3 the preferences and cultural and language differences and similarities of the people in your chosen market.
- K4 how differences and similarities between your own and others' cultural behaviour may change or affect the financial transactions, contracts and procedures that you need to carry out. (for example timekeeping, timescales, decision making processes, attitudes to men or women, gender, communication styles and conventions, business relationships, business meeting conventions, attitudes to emotion and levels of formality and hierarchy.)
- K5 where to get information about different countries or diverse cultures and how to evaluate that information. (for example business associates, embassies, chambers of commerce, cultural organisations, market research, export agents, trade journals, marketing specialists, government departments, migrant support organisations, relevant web sites, local agents.)

Communication and language

- K6 ways to minimise misunderstanding and improve communication with people with a different first language to you (For example taking the time to listen closely to what they are really saying, learning the conventions for introductions and greetings, not using your own fluency as a way to overpower others, learning some simple phrases in their language, learning the language concepts for expressing numbers, gesturing, avoiding idioms, explaining acronyms, using pictures and diagrams, learning their language.)

Training and support

- K7 what to consider when deciding whether to use or develop your own or other people's cultural, local or community knowledge, interpersonal skills, language awareness or foreign language skills or whether to use external services or specialists. (For example quality and accuracy required, cost of buying in a service compared with cost of training staff, actual competence of people involved, long-term benefit of having skills in-house.)
- K8 the different consultancy services and specialists that might be useful to

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- you, their cost, likely accuracy and how to access and use them (For example translators, interpreters, cultural or international communication specialists, brand consultants.)
- K9 the range of language and cultural awareness training and development available, how to encourage its use, where and how to access it and the benefits for the different people involved in developing new markets. (For example language awareness training, language training, ESOL (English for Speakers of Other Languages), EFL (English as a Foreign Language), intercultural skills training, training courses about specific cultures.)

Market development

- K10 why it is important to develop products or services that appeal specifically to people from the countries or cultures in your chosen market.
- K11 what might affect the development of new markets in other countries. (For example market expectation of products or services, laws and regulations, location, technological capacity, distribution channels, financial environment, politics.)
- K12 how to impartially review your products or services to see if they need translating or tailoring to appeal to people from different countries or cultures or if new products or services need to be created.
- K13 how to adapt your products or services (name and content), packaging, positioning, price, marketing materials, marketing methods and sales techniques to appeal to your chosen market and its distribution channels.

Equality laws and regulations

- K14 the laws, regulations and company guidelines that dictate how you are expected to behave with people from different countries or diverse cultures, how to apply them in relation to your work and where to get further information and advice about them. (For example equality legislation, company policies and values, codes of practice.)

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Additional Information

Behaviours

Underpinning personal qualities:

These are a non-mandatory part of the standard but are desirable attributes and attitudes which people with different cultural experiences working together might need. They represent what people who are well disposed to intercultural working may aspire to and grow towards.

1. you enjoy working alongside people with different cultural experiences and perspectives to your own and actively try to appreciate why differences and similarities may exist
2. you are able to reflect on how your own working practices might be perceived by others and are ready to negotiate new ways of working
3. you are open to the positive potential of cultural diversity in the generation of ideas and in developing workplace productivity
4. you are sensitive to the different levels of English language skills people have and are willing to adapt your language in the interests of mutual comprehension
5. you are sensitive to how your use of language, tone of voice and behaviour may be interpreted by others
6. you are able to look critically at work practices and projects and make contributions designed to enhance intercultural cooperation and understanding
7. you are working towards greater critical understanding of difference while appreciating that this is a lifelong process
8. you are aware that others understand equality and human rights in different ways but do your best to adopt an ethical outlook which reflects how you would like to be treated yourself

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Relevant occupations Agriculture, Horticulture and Animal Care; Business, Administration and Law; Information and Communication Technology; Arts, Media and Publishing; Health, Public Services and Care; Medicine and Dentistry; Nursing and Subjects and Vocations Allie Health and Social Care; Public Services; Child Development and Well Being; Agriculture; Animal care and veterinary science; Environmental conservation; Professional Occupations; Managers and Senior Officials; Information and Communication Technology; Research Professionals; Librarians and Related Professionals; Engineering Professionals; Science Professionals; Database Administration; Software Development; Systems Support; Local Area Archives; Associate Professionals and Technical Occupations; Corporate Managers and Senior Officials; Microsoft Certified Professional; Application Support; Business Analyst; Managers and Proprietors in Hospitality ; ICT for practitioners; ICT for users; Science and mathematics; Science; Engineering and manufacturing technologies; Engineering; Manufacturing technologies; Transportation operations and maintenance; Construction, planning and the built environment; Architecture; Building and construction; Urban, rural and regional planning; Retail and commercial enterprise; Retailing and wholesaling; Warehouse and distribution; Service enterprises; Hospitality and catering; Leisure, travel and tourism; Sport, leisure and recreation; Travel and tourism; Performing Arts; Crafts, creative arts and design; Media and communication; Publishing and information services; History, philosophy and theology; Archaeology and archaeological sciences; Theology and religious studies; Social sciences; Geography; Sociology and social policy; Politics; Economics; Language,

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literature and culture; Languages, literature and culture of the; Other languages, Linguistics; Education and training; Teaching and lecturing; Direct learning support; Preparation for life and work; Foundations for learning and life; Preparation for work; Accounting and finance; Administration; Business management; Marketing and sales; Law and legal services; Production Managers; Functional Managers; Quality and Customer Care Managers; Financial Institution and Office Manager; Managers in Distribution, Storage and Retail; Protective Service Officers; Health and Social Services Officers; Managers in Farming, Horticulture, Forestry; Managers and Proprietors In Other Services; Health Professionals; Teaching Professionals; Legal Professionals; Business and Statistical Professionals; Architects, Town Planners and Surveyors; Public Service Professionals; Science and Engineering Technicians; Draught persons and Building Inspectors; IT Service Delivery Occupations; Health Associate Professionals; Therapists; Social Welfare Associate Professionals; Protective Service Occupations; Artistic and Literary Occupations; Design Associate Professionals; Media Associate Professionals; Sports and Fitness Occupations; Administration and Secretarial Occupations; Government and Related Organisations; Finance; Communications; General; Secretarial and Related Occupations; Skilled Trades Occupations; Skilled Agricultural Trades; Metal Forming, Welding and Related Trade; Metal Machining, Fitting and Instrument ; Vehicle Trades; Electrical Trades; Construction Trades; Building Trades; Textile and Garment Trades Printing Trades; Food Preparation Trades; Skilled Trades NEC; Personal Service Occupations; Healthcare and Related Personal Services; Childcare and Related Personal Services; Animal Care Services; Leisure and Travel Service Occupations; Hairdressers and Related Occupations; Housekeeping Occupations; Personal Services Occupations NEC; Sales and Customer Services Occupations; Sales Assistants and Retail Cashiers; Sales Related Occupations; Customer Service Occupations; Process, Plant and Machine Operatives; Process Operatives; Plant and Machine Operatives; Assemblers and Routine Construction Operatives

Suite

Intercultural Working: Standards For Working With People From Different Countries And Diverse Cultures

Key words

language, communication, international, abroad, new market, English, foreign, cultural awareness, culture, communication, prejudice, misunderstanding, discrimination, customers, services, products, import, export, business development, training, local communities

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