Building the Cross-Culture Communication Model in the multinational Companies is necessary as the Second Step

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As soon as the right attitude on new culture has been founded, how we can do to make one well understood by the other in the cross-cultural environment? The most effective method is to build the bridges in various levels and various forms so that the employees are able to express their own opinion freely and conveniently.

First of all, the foundation of the cross-culture communication bridges in various levels

Above all, in order to ensure the thought of effective communication be properly spread in the whole company, it is necessary to put the building the such kind of cultural environment in the level of the managers at the first place, where mutual understanding and respects will be very popular and welcomed and warmly.

Next, the cross-cultural communication bridges between the managers level and the common staff and between the inside of the company and the outside society are still vital to be built.

Second, the forms of the cross-culture communication bridges are various

The main purpose of the foundation of them is to obtain mutual respect and understanding, so all possible kinds of forms of the brides can be accepted and adopted as long as the aim can be achieved. The main principle is make the bridges open enough to let all kinds of sounds heard immediately, such as the tea party can be held for at least one hour on the afternoons of every Friday, when the middle-level managers and their staff sit together freely, talking anything interesting including the work life, the company’s future strategy and the family life of the staff as long as they like.

Another popular form which is attracting more and more employees’ sights is the forum in the internet, which has broken through the limits of the time and the space fundamentally meanwhile can protect the certain person’s secrets such as his name if he does not let his superior know it. Through such kind of channel, the newest, most realistic opinions on certain problem could be collected by the superior from the staff of his department.

The third bridge which is still close related with the internet is the personal web log. Compared with the forum, its topic is not so clear but it can totally and fully reflect one certain employee’s true thoughts and development especially by adding his pictures, short videos and so on.
Last, the employees and the managers can still share their opinions with others in the same industries through the above channels or reading the relative books, magazines and newspapers or publishing his books and so on.

Conclusion

To sum up, no matter what kinds of cross-culture communication bridges can be used, the ultimate goal of this measure is clear that we should create one relaxed friendly convenient small environment where our colleagues with various culture backgrounds can express their own views regarding the same certain event or custom freely and fully and meanwhile listen to the others’ viewpoints patiently so as to at first know the difference and then the reason from the aspect of different culture in different places and finally gradually accept their colleagues’ unique even strange to some extent words or behavior by insisting their own harm-cherished opinion together.