



GERMANS typically do not adapt well to change *

People who tend to resist change or are concerned with the effect of change have these characteristics:

- Steady, deliberate decision-makers who do not like to be rushed into things and expected to “put up” with the change.
- Careful, cautious objective thinkers who have very high standards; regardless of the changes going on around them.

When interacting with a person who has the German characteristics:

- Speak slowly.
- Ask questions about facts and data.
- Be deliberate.
- Observe their body language: Visual – lots of arm movements believe what they see; Auditory – arms to the side - believe what they hear; Kinesthetic – do not like to be touched, or even shake hands, in some cases - believe what they feel.
- Mirror their body language.

Factors that will improve communication with this style:

- Prepare your "case" in advance.
- Approach them in a straightforward, direct way; stick to business.
- Present specifics and do what you say you will do.
- Take your time, but be persistent and use a sincere tone of voice.
- Draw up a scheduled approach to implementing action with a step-by-step timetable.
- Give them time to verify reliability of your actions; be accurate and realistic.
- Provide solid, tangible, practical evidence.
- Minimize risk by providing guarantees over a period of time.
- Give them enough time to absorb the news of the change.

Factors that will create tension or dissatisfaction with this style:

- Sloppy work environment.
- Overselling.
- Socializing or talking about unrelated topics before the prime “issue” has been addressed.
- Approaching them without notice or not giving them time to prepare.

EGYPTIANS typically do adapt well to change *

People who tend to thrive on change or are not concerned with the effect of change have these characteristics:

- Results-oriented, who are direct, make quick decisions, challenge the status quo and initiate change actively within an organization.
- Optimists whose creative ideas and enthusiasm to handling change keeps other motivated during flux situations.

When interacting with a person who has the Egyptian characteristics:

- Speak at a rapid pace.
- Be stimulating, fun-loving, and fast-moving.
- Observe their body language: Visual – lots of arm movements - believe what they see; Auditory – arms to the side - believe what they hear; Kinesthetic – do not like to be touched, or even shake hands, in some cases - believe what they feel.
- Mirror the body language

Factors that will improve communication with this style:

- Use a balanced, objective and emotional approach.
- Clarify any parameters in writing.
- Leave time for socializing. Ask about something you know is their passion and be genuinely interested in their response
- Plan interaction that supports their dreams and intentions.
- Appeal to the benefits they will receive.
- Provide testimonials from people they see as important.

Factors that will create tension or dissatisfaction with this style:

- Be paternalistic.
- Drive on facts, figures, alternatives or abstractions.
- Hesitate when confronted.
- Talk down to them.
- Appearing impersonal, judgmental or too task-oriented.
- Appearing curt, cold or tight-lipped.
- Give your opinion unless asked.
- Be dictatorial.
- Leave decisions hanging in the air.

* SOURCE: Brand Launcher. This research is based on the observations of Soraya (Morgan) Gutman and her team successfully helping business owners and CEOs get from where they are to where they want to go.