Session Summary

1. Business communication follows different models from academic and medical communications, and it is different in the US from other parts of the world.
2. Organizing content: main message upfront instead of logical inference, i.e. the pyramid principle.
3. Speeches and presentations follow a predictable structure: opening, body, close. Storytelling is key to keeping audience’s interest high.
4. Verbal, visual, vocal components are all crucial factors that determine speaker’s impact.
5. High-energy, positive delivery is key to winning an audience over. Both style and substance are important.
7. Culture is ingrained. Cross-cultural competence depends on an appreciation of your own cultural biases and understanding of US cultural preferences.
8. Main cultural differences are: time, space, power, communications patterns and thinking patterns.
9. US culture prefers an optimistic, positive attitude which emphasizes solutions over problems.

Reading List: