e-book

ANGELO MNEMING

Trust leadership in multinational digital communications

Written by
TUIJA ISOHELLA

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I have written this little e-book for you. Have a rewarding reading time.

Tuija Isohella
KTM

MODULE A

1. The influence of national cultures

Digital communication between different nationalities has changed to a more global one. However, national cultures still have a strong influence, as digital communication makes it increasingly demanding.

By respecting the national culture of our partners, our relationship with them deepens and at the same time we create the conditions for successful cooperation.

- **Deepen cooperation by getting to know your partner's national culture**

2. Why is it so important to get the different areas right in multinational digital communications?

The importance of knowing the sub-areas when expanding business beyond Finland's borders

The first meeting has a significant impact on the start and continuation of cooperation. It is not always financially possible to hire a competent person to create relationships with potential partners.

It is good to be aware that a relationship of trust with a business partner is very easily vulnerable or can even be broken when the help of a competent person ends, which can be influenced by many things.

The ideal situation would be for the company to have a competent person and together you could represent your company with strong professional skills. This way you would have a good foundation for multicultural digital communication and focus on the actual business while minimizing possible misunderstandings between cultures?

However, if you don't have outside help available, feel free to take steps forward. Often, it's enough to master the basics and gradually take over the necessary areas.

If you need more expertise for your company, you have the opportunity to recruit experts from different countries if the work does not require physical presence.

The importance of knowing the sub-areas when your company already operates outside Finland's borders

Smooth digital communication with different nationalities helps projects progress and results in successful business.

Makes you and a potential skilled professional represent your company together and reduces your company's vulnerability if the relationship with the skilled person breaks down for some reason.

If you need more expertise for your company, you have the opportunity to recruit experts from different countries if the work does not require physical presence.

3. Building trust and trust-based leadership

We need trust between us. The word trust is a given for many of us, yet defining it is difficult. It is good to know theoretical definitions of trust, as they give an overall picture of the subject, but how do they help us in digital interaction situations?

I have good news. Trust is not a concept floating in the air, but there are concrete things to achieve trust in digital communication between different nationalities, and trust can also be managed through trust leadership.

- There are concrete things that can be done to gain trust.
- Trust can also be derived

MODULE B

1. Challenges and opportunities of virtual teams and leadership

We will soon discover that communication and trust leadership in multinational digital communications require not only culture but also knowledge of virtual teams and their management. Virtual teams bring together experts and decision-makers closely and usually also require a virtual team leader. It is good to be aware of how they differ from so-called regular teams and team leaders and to take into account their challenges and opportunities.

- Knowledge of virtual teams and their management
- Knowledge of culture

2. Challenges and opportunities of digital communication

Digital communication brings with it many opportunities to expand your business or increase your human resources. To avoid or minimize challenges, you need to understand different cultures' perceptions of trustworthy behavior. At the same time, you need to choose the right technical tools that will help build trust.

- **Different cultures' perceptions of trustworthy behavior**

- **The right technical tools**

MODULE C

1. Multiculturalism

Due to geographical dispersion, companies are increasingly encountering people from different cultural backgrounds. Of course, there are also an increasing number of people from different cultural backgrounds within Finland's borders.

- **Multiculturalism is encountered in international business, but also within Finland's borders.**

2. Influence of cultures, strata and processing

However, the cultural behavior of members of multinational virtual teams within a virtual team is greatly influenced by the organization's own operating culture and the operating environment in which they operate. Cultures also contain different layers within the same national culture. There are also different ways to deal with cultural differences.

- The organization's own operating culture and operating environment
- Stratifications within national culture

3. Communication in a multicultural organization

In a multicultural organization, communication requires special vigilance. Leaders increasingly need to know the cultures of different countries in order to reduce conflicts in work communities and, above all, to utilize employees' local cultural knowledge.

- **Conflict reduction**
- **Take advantage of the employee's local cultural knowledge**

MODULE D

1. Identifiable practices

It is a good idea to group the identified practices that affect trust into those that have a positive impact, those that are challenging, and those that should be minimized.

- **Breakdown:**
- **-positive**
- **-challenging an**
minimizing

2. Three perspectives when examining practices

Communication, interaction and information technology have a significant impact on the success of building trust. It is good to consciously identify practices that increase trust as well as practices that challenge and reduce it in these three areas.

- **Data transfer**
- **Interaction**
- **Information technology**

Thank you for your interest in my topic. I hope you gained new insights into your own situations and questions.

You can find Jemima Oy's online courses and training at:

www.jemima.fi

I wish you bold steps towards your plans and success.

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