

Same same but different

Bridging cultures for better collaboration



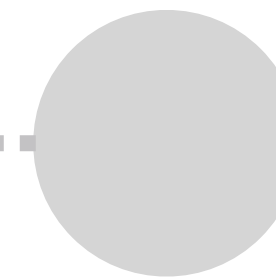
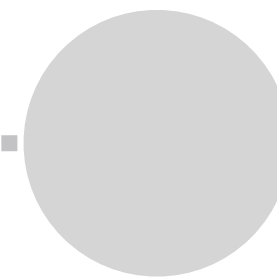


Chee Ching

Design Lead - Innovation
Rabobank

About my culture



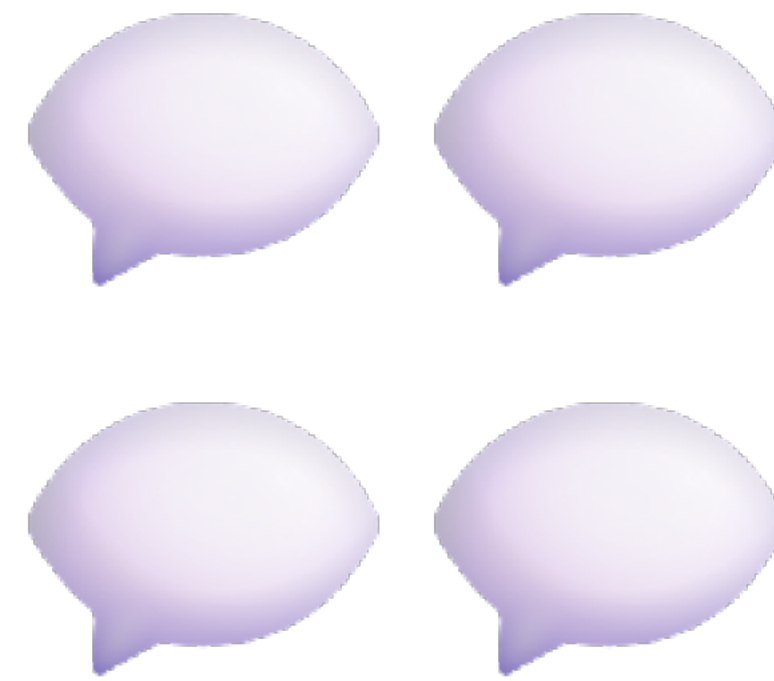


My formation years





We are a
multicultural
society



We speak
multiple
languages



We celebrate
each other's
festivities



Leo Burnett







Designing in different languages



Cultural ideas

Various
perspectives led
me to better ideas



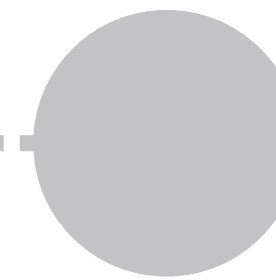
Designing for
multicultural customers
led me to inclusive ideas



My formation
years



New culture,
new experiences







 phenom +

 ENDOUBLE®





3

designers



2

tech teams



99.9%

in the office



Rabobank





 x 50+

50+

designers

  x 100+ x ?

100+

squads



50%

remote +
offshore



naive chee





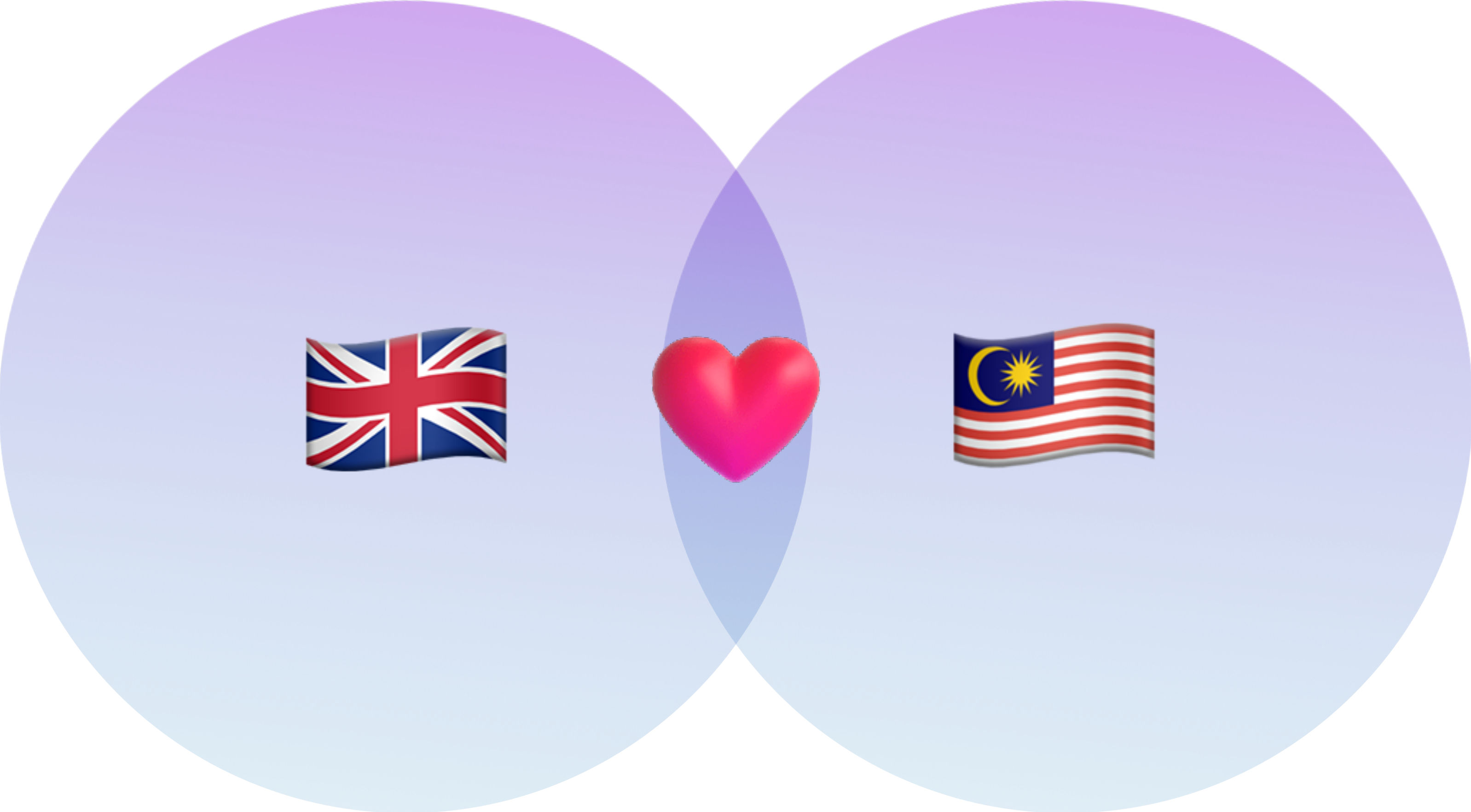
I wondered why a lot

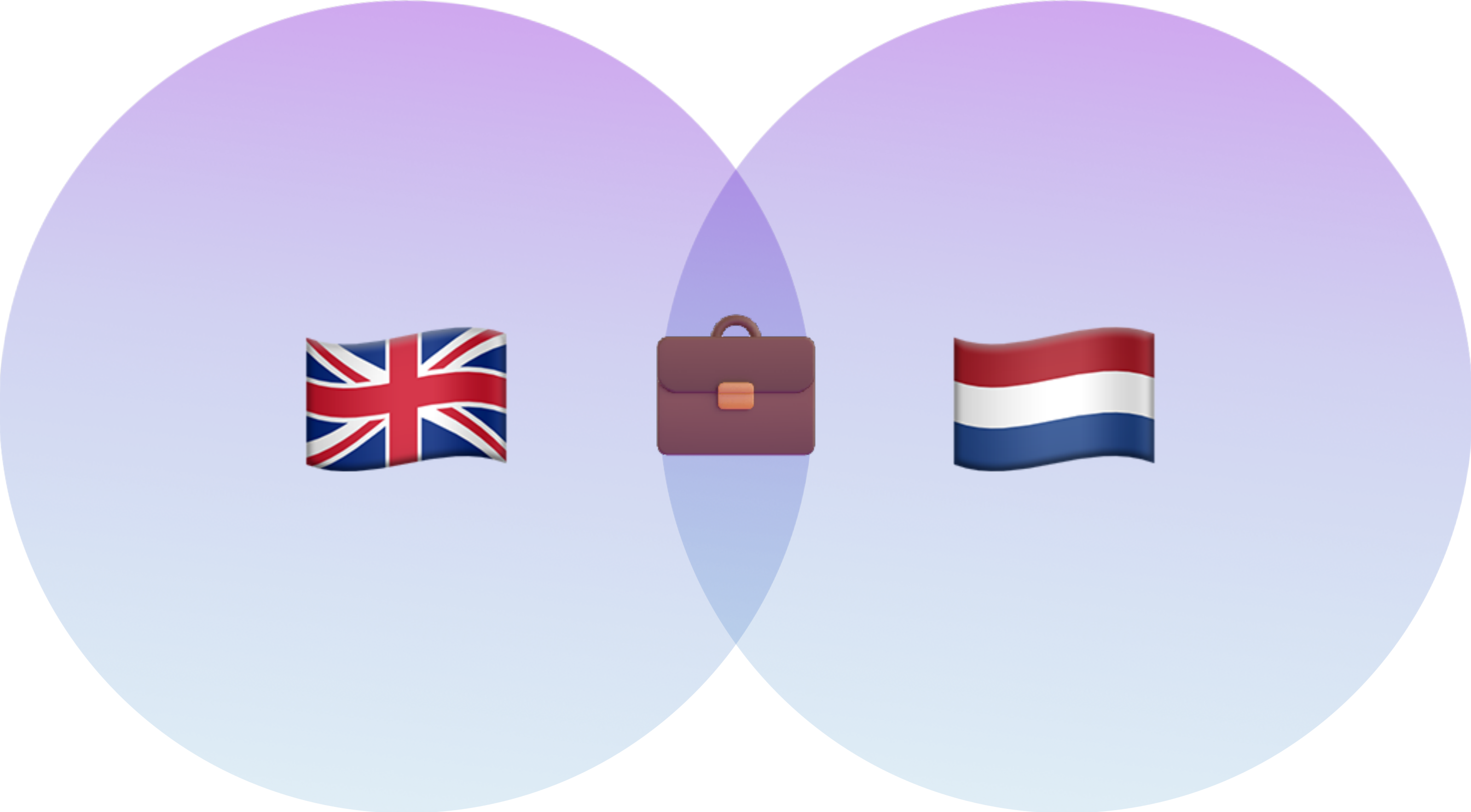


Relationship building is difficult



I also got frustrated

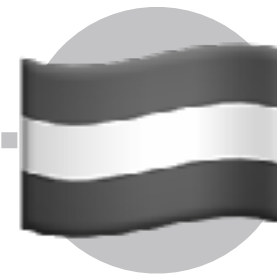








My formation
years



New culture,
new experiences



My learnings
throughout the years



**What are some of your
struggles when collaborating
with another culture?**

styles of communication
 understanding
 people
 cultures
 Different
 english
 communication styles
 Not being able
 dutch directness
 understand better
 different approach
 Differences in communicating
 Different timezones
 different context
 Differences in communication
 Harder
 Different cultures
 dutch
 differences in ways

Common experiences



Miscommunication is common



We are uncertain how we will communicate

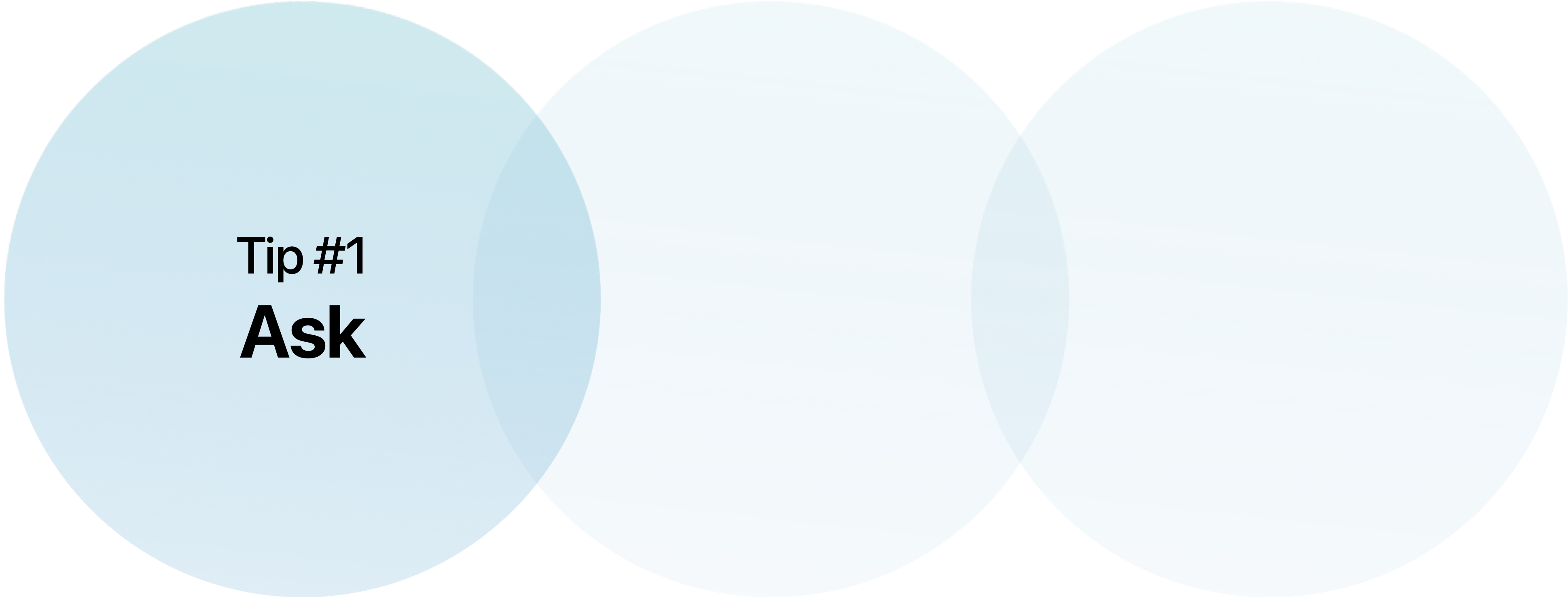


The collaboration can be frustrating

Miscommunication is common

**How can we understand
each other better?**





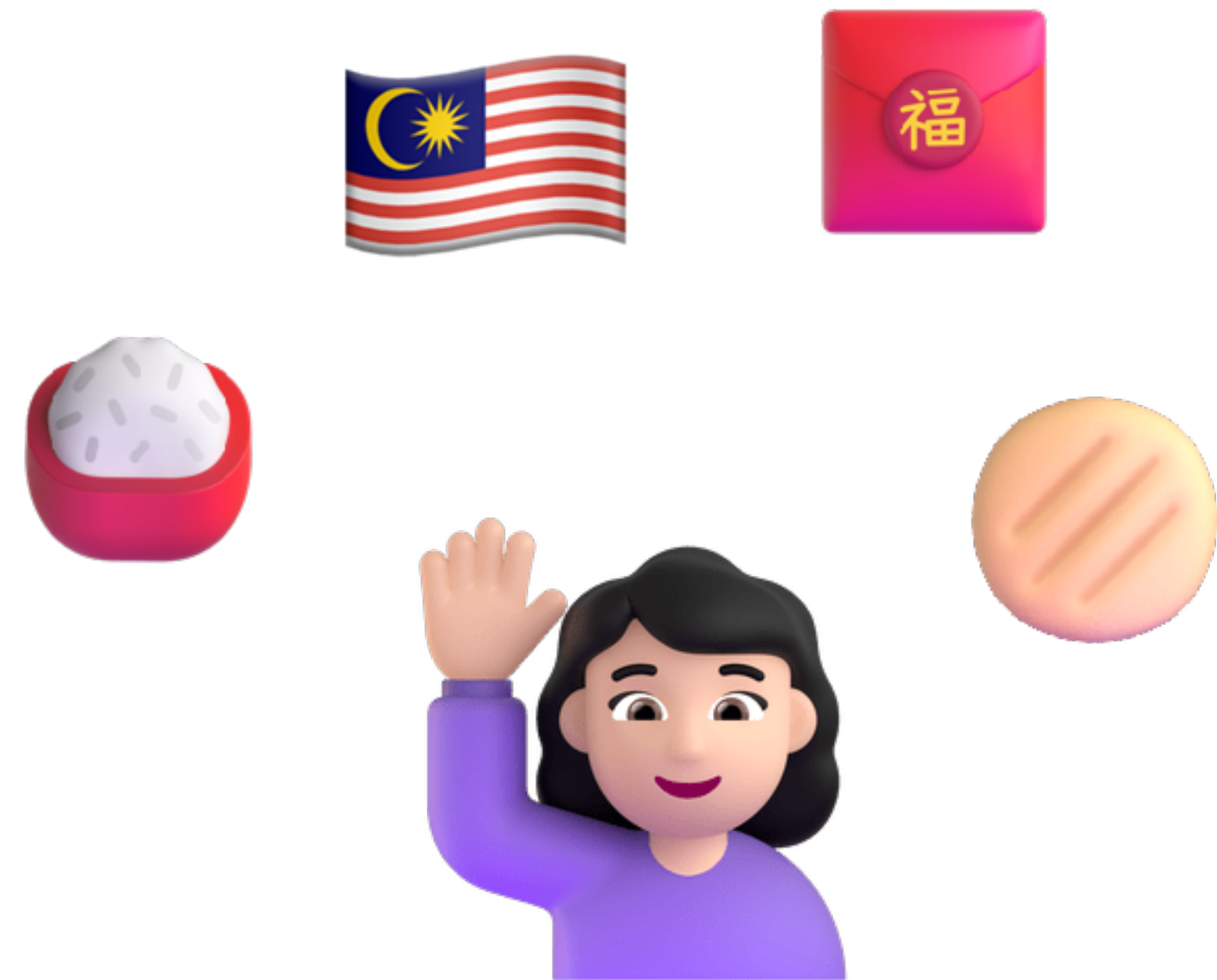
Tip #1
Ask

~~How are you?~~



chee researches after

I was open in sharing my
culture first

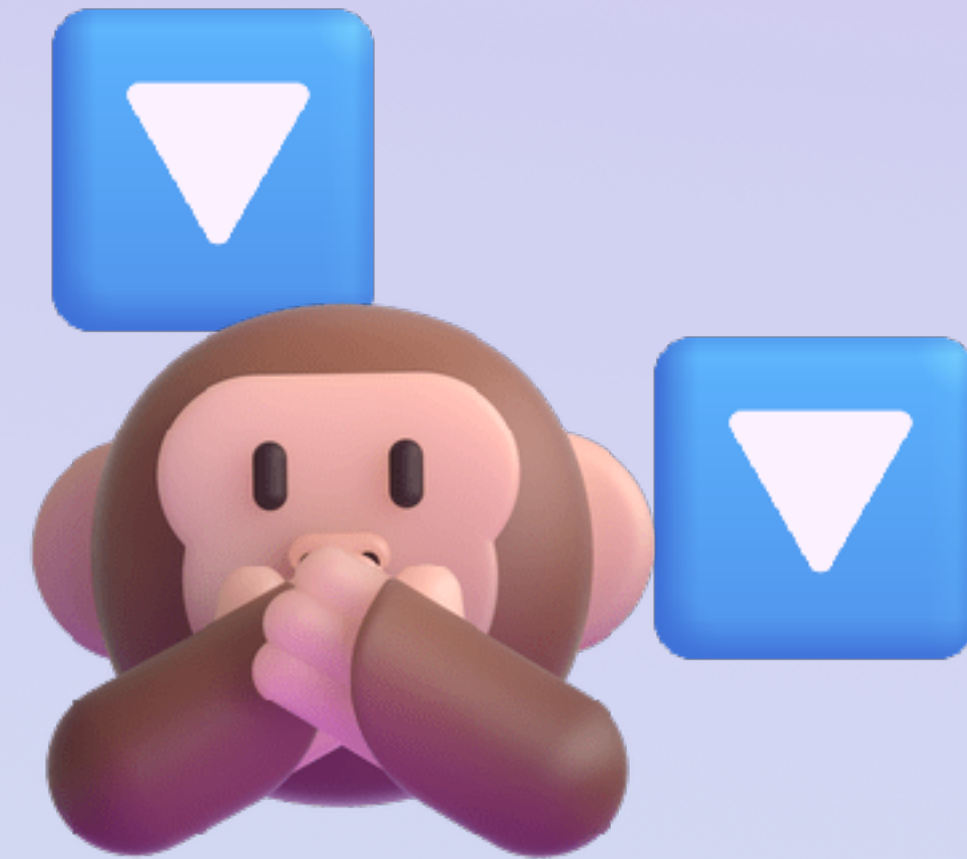


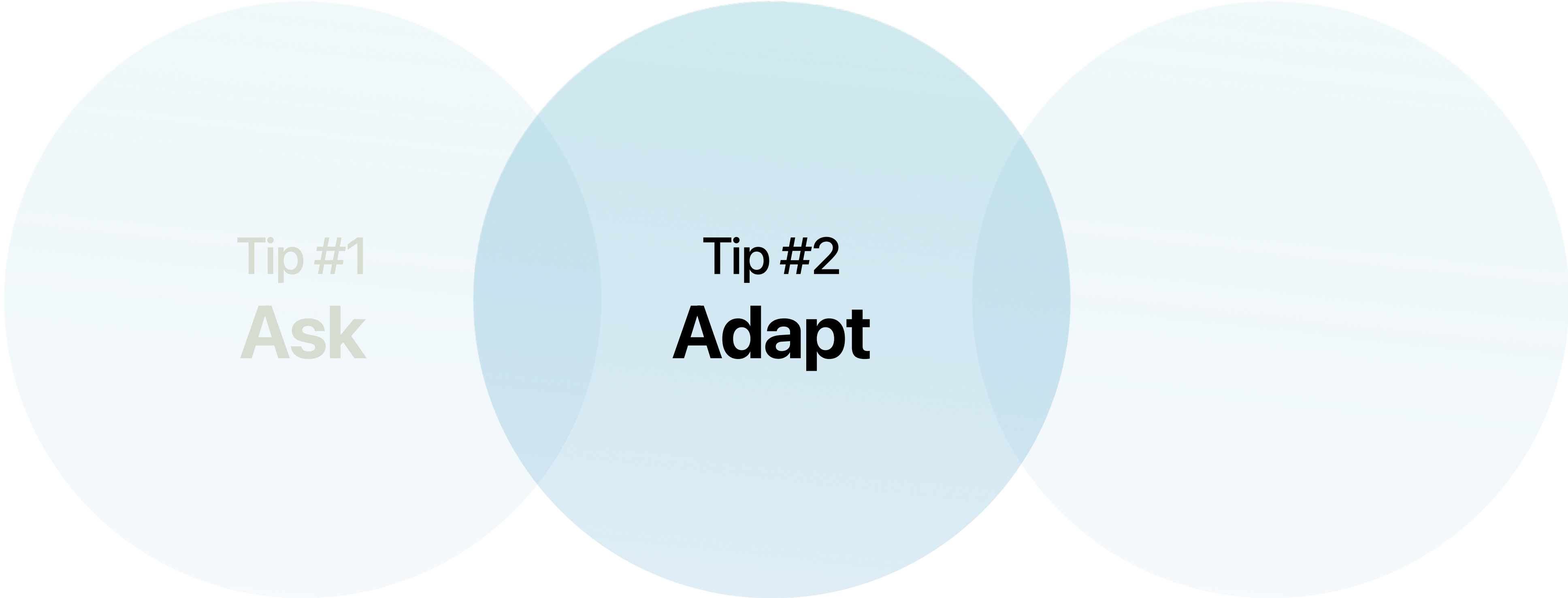
Active listening



We are uncertain how we will communicate

**How can we lessen
the uncertainties?**





Tip #1
Ask

Tip #2
Adapt

I was not afraid to
speak Dutch



"Whether you are sitting at a desk in Boston or eating at a restaurant in Beijing, communicating across cultures is the great challenge of the global economy.... Erin Meyer shows you how to get it right in this very important book."
—DES DEARLOVE and STUART CRAINER, Founders of the Thinkers50

THE CULTURE MAP



DECODING HOW PEOPLE THINK,
LEAD, AND GET THINGS DONE
ACROSS CULTURES

ERIN MEYER



*Chee
approves!*

Giving trust





Focused on
ensuring good
work

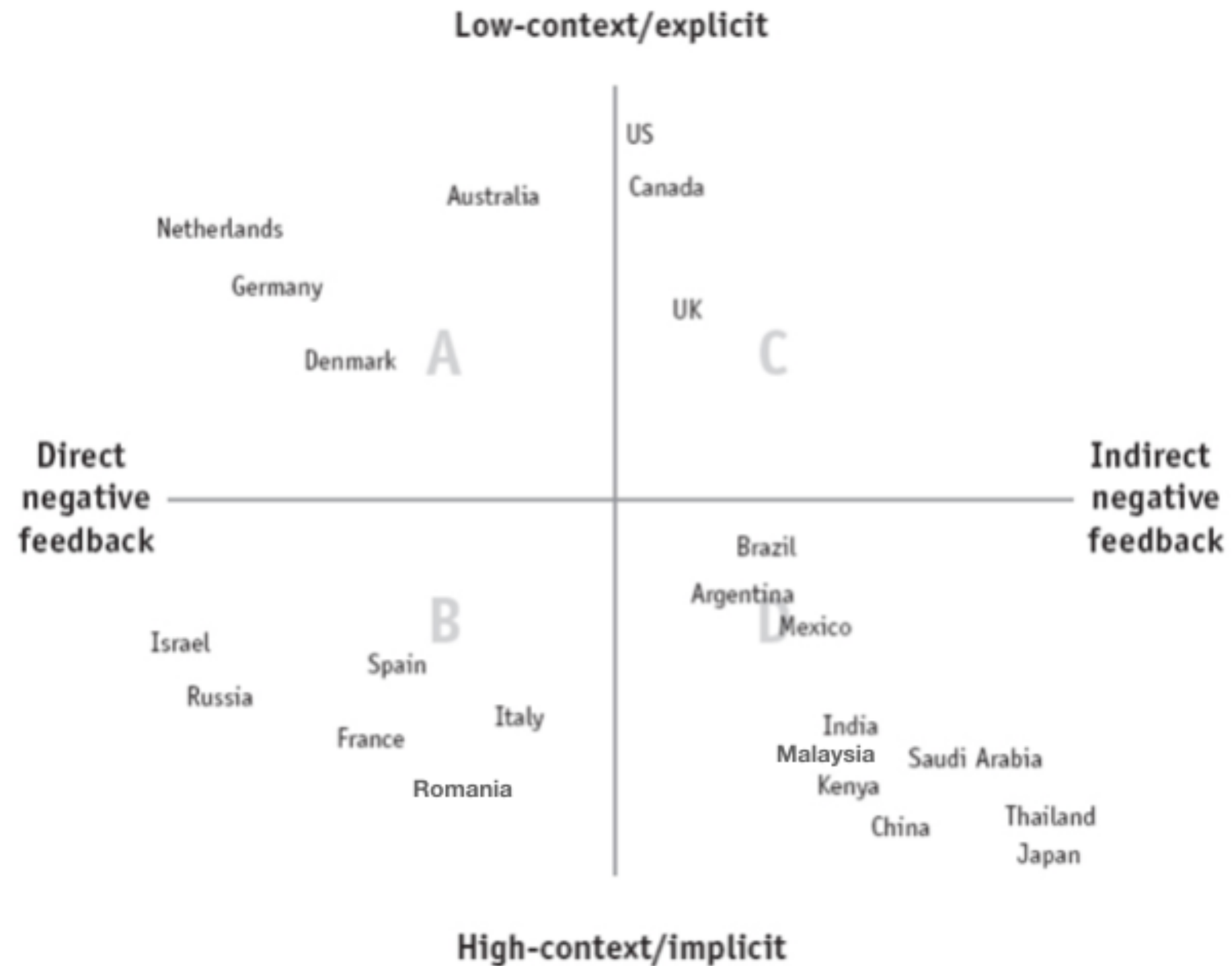


Building trust



Focused on building
relationships first

Giving feedback





Clear and straight
to the point



Giving feedback



Giving suggestions
and delivered privately

Decision making





Discussion with my
input and ideas

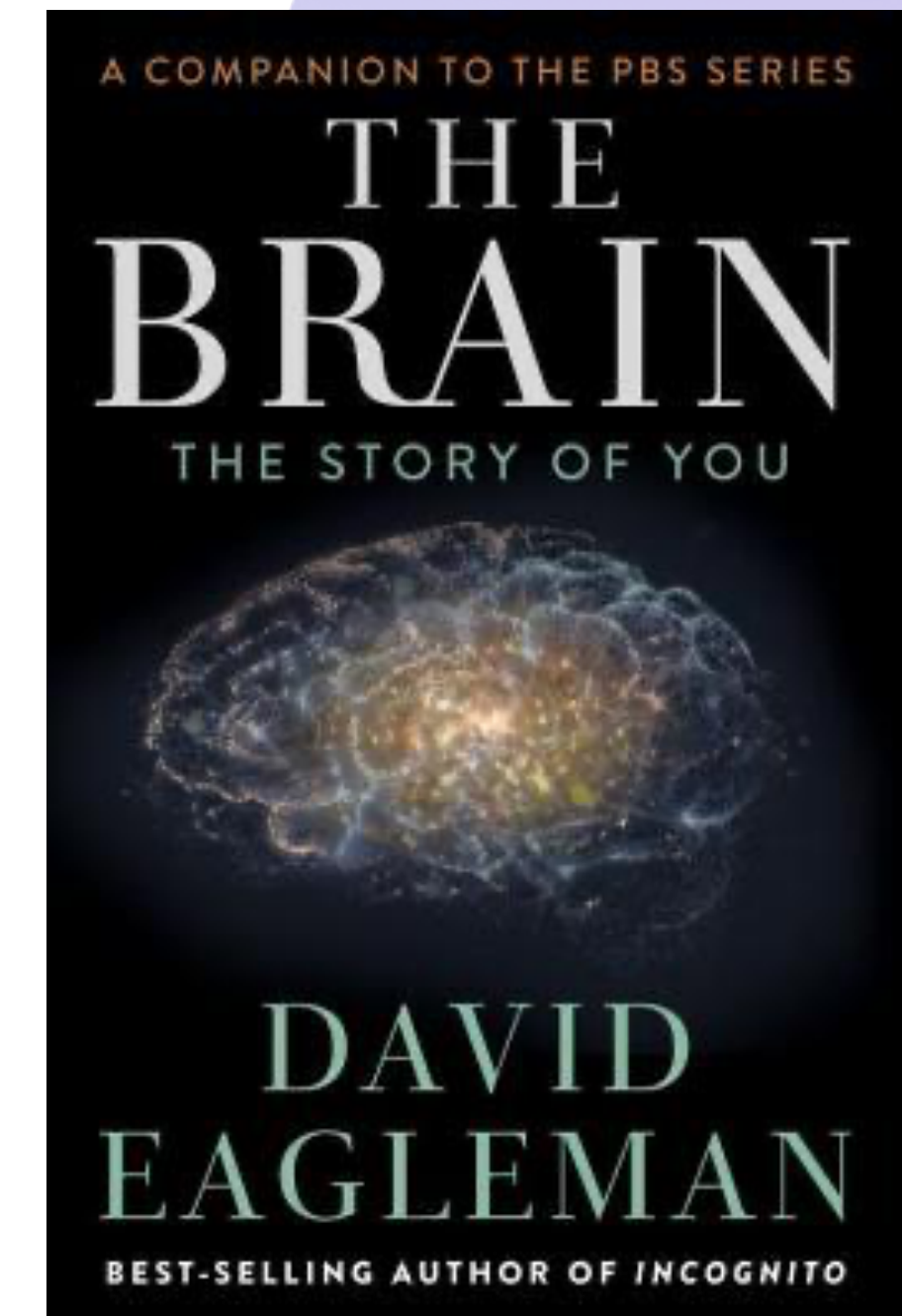
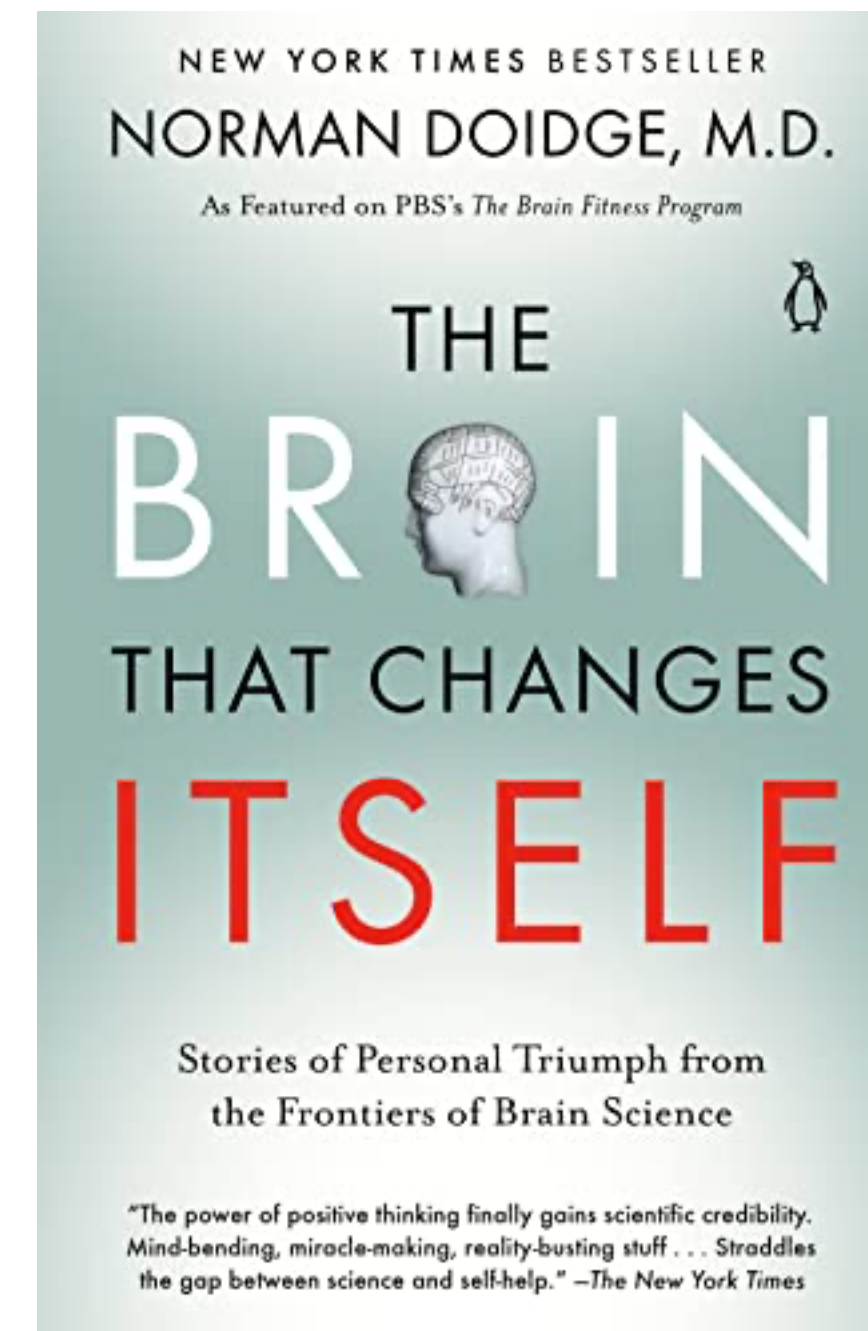


Decision making



Makes a decision; but
ask for opinion and be
flexible

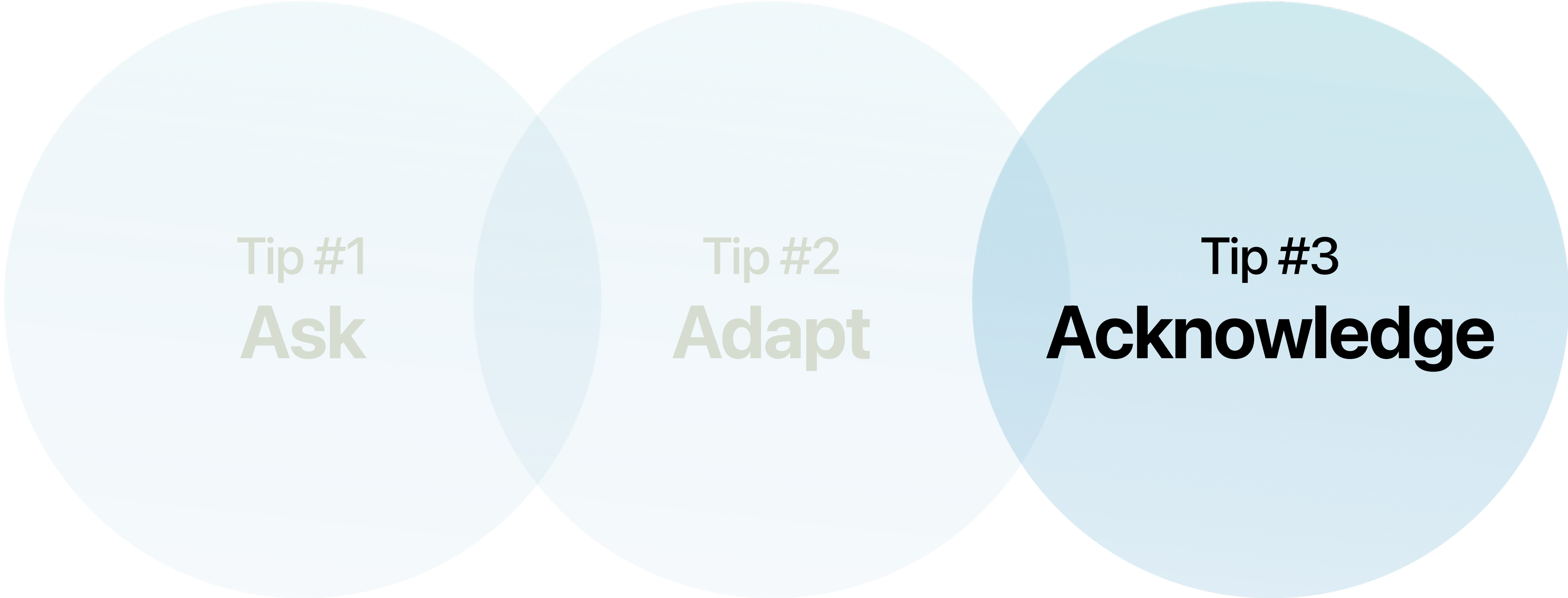
Our brain is fluid



The collaboration can be frustrating

**How can we smoothen
collaboration?**





Tip #1
Ask

Tip #2
Adapt

Tip #3
Acknowledge

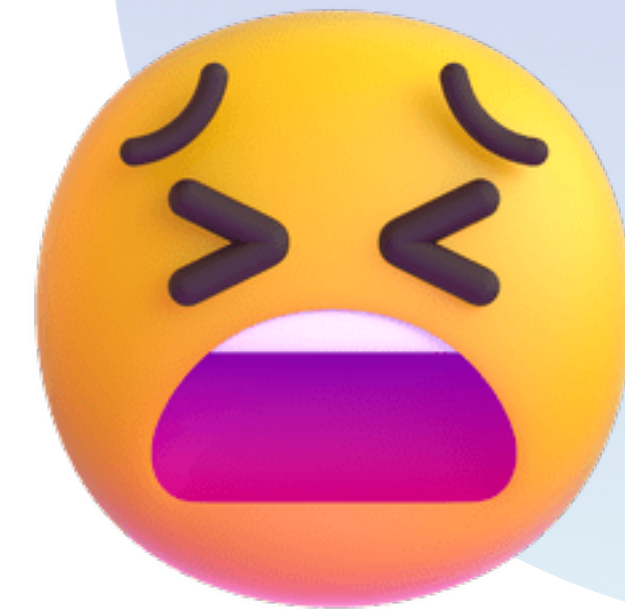
It takes time

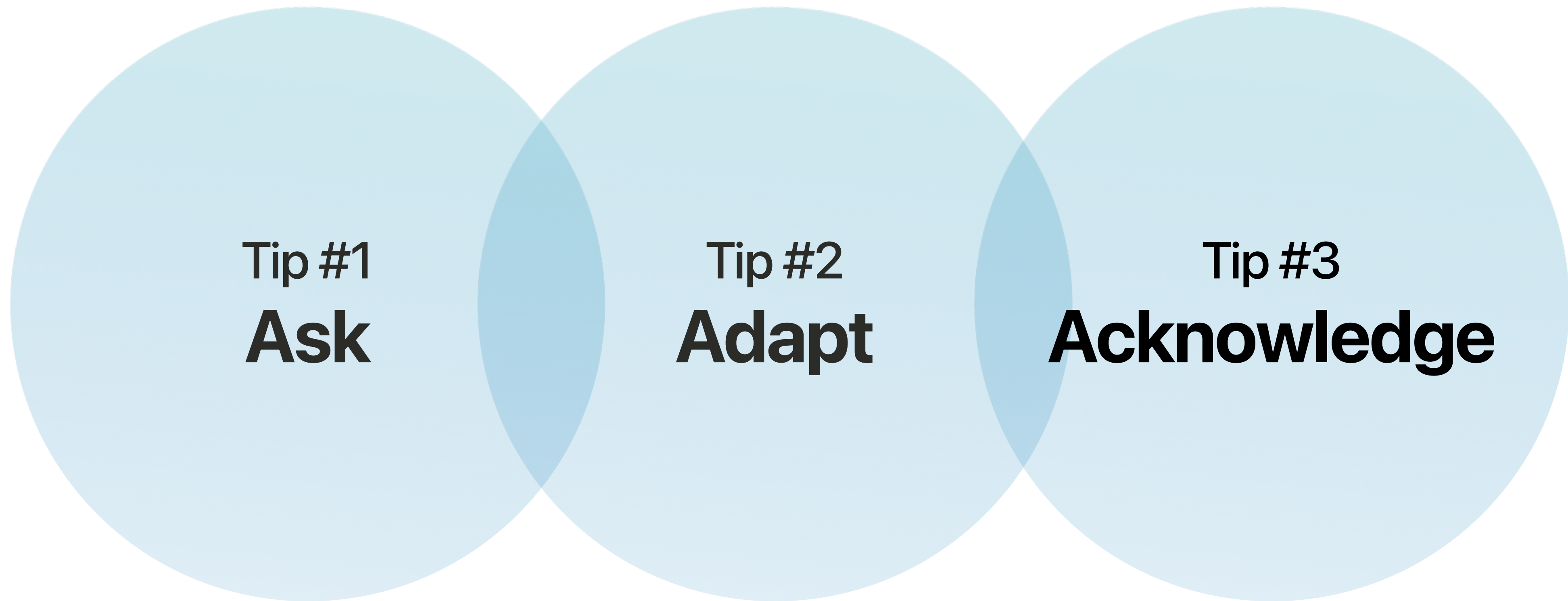


Be direct honest



Discuss enablers
and blockers







Few personal tips from me



Build your own culture
map with your team



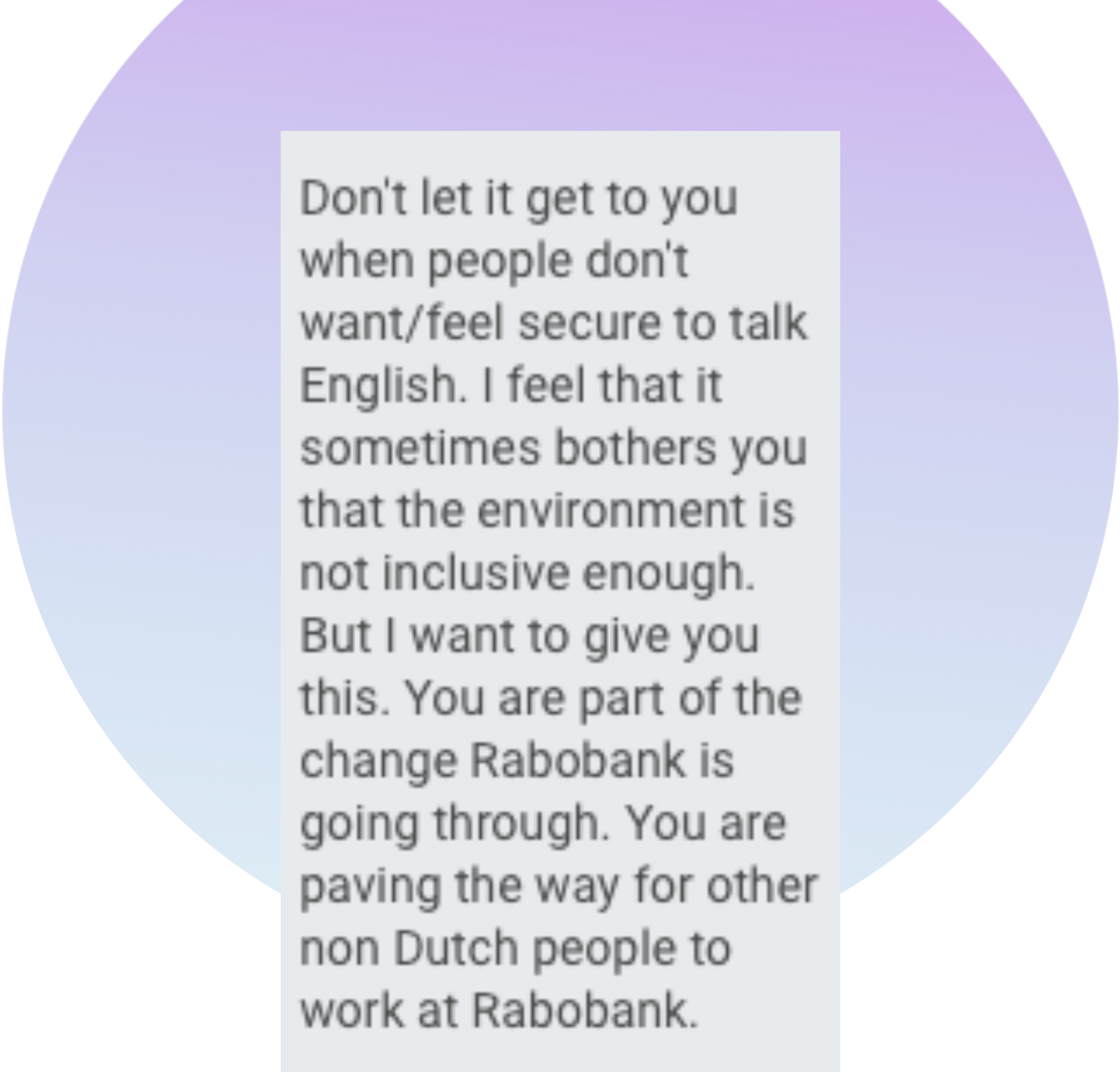
Food!



Culture / personality based team activities



Remember the little things



Don't let it get to you when people don't want/feel secure to talk English. I feel that it sometimes bothers you that the environment is not inclusive enough. But I want to give you this. You are part of the change Rabobank is going through. You are paving the way for other non Dutch people to work at Rabobank.

Language should not be a barrier



It's okay to be uncomfortable





This is how we can work and
collaborate better



Bedankt / Terima kasih / 谢谢