

CHAPTER 3 REVIEW

CASE 3.2

Appropriate Business Behavior

Soft-Tech, a California software company, is actively involved in international business. Some serious communication problems and errors that had occurred in the company prompted management to offer a seminar to better prepare their employees for travel. The aim of the seminar, titled “The Clumsy American,” was to make employees aware of appropriate and inappropriate behavior in business dealings with other countries.

The seminar leader began the course with the following actual examples:

- An employee from California, where everyone dressed casually, attended a meeting in Chicago dressed in jeans and a polo shirt. Officers of a major bank company were also in attendance.
- Plant employees tried to return calls to European customers after 10 a.m. California time.
- A lunch meeting with Jewish customers from Israel was scheduled during Yom Kippur.

Why do you think the seminar was called “The Clumsy American”? In each of the above examples, suggest more appropriate ways to handle each situation.

CEC Online



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Communicating in Your Career

Using language that is bias-free, maintaining client confidentiality, and practicing ethical behavior are essential for those working in human services. Give an example of how a social worker, psychologist, or other social service employee would communicate with clients and other professionals in an ethical and professional manner.

Ethics in Action

Personal Communication

Your company does business in both domestic and international settings. You have access to use of the company phone, e-mail, fax, and the Internet. Your family recently moved overseas and you would like to keep in touch. You begin using your company e-mail, phone, and the Internet for personal use. What are the ethical and legal implications of employees using company property during business hours?

Jeff Johnson, Document Clerk; King & Spalding Law

King & Spalding Law, with offices in Atlanta, Washington, D.C., New York, and Houston, currently represents more than 250 public companies.

Structure: *How might Jeff apply his organizational skills to any profession?*

Stories from the Real World

- ▶ **Name: Jeff Johnson**
- ▶ **Profession: Document Clerk**
- ▶ **Years of Experience: One**

How will your training or schooling help you in your profession?

As a 4th year Junior at State University of West Georgia, I have gained better organization skills, which apply to any profession. Deadlines play a major role in how I plan out my day in school & work, and can single-handedly rearrange my entire schedule. Following a proper schedule is imperative to succeed in almost any walk of life; without effective communication, one cannot begin to devise a schedule.

How do you use communication in your daily life?

I use communication in my daily life to keep in touch with friends, to express my feelings and emotions through my artwork, and to elicit communication from others. Whether in school or at work, a good line of communication means the difference between a '100' and a '0'.

What impact do good communication skills have on your professional life?

Good communication skills allow me to gain respect and responsibility in my professional life by enabling me to speak in an informed way. Good grammar also plays a strong role in how other people view me as an employee. For example, I'm more likely to be asked for assistance in projects where communication is key, like client conference assistance, than a co-worker who doesn't have as strong a grasp of English grammar.

Thinking Critically

What role does effective communication play in Jeff's life as a student and in his job as a document clerk?

How do good communication skills allow Jeff to gain respect?