

Communications and the Art and Importance of Language

by David J. Smith

We all hear frequently these days in the business world the buzz word of "globalization" and the importance of going global. This is fine for those big companies and organizations that have the size, scope and critical mass to follow this strategy. However, an important component for any business, regardless of its size, is the ability to communicate in a language besides our native English. An appreciation for each nation's individual culture and its unique difference from our own is also important to understand and succeed in a foreign environment. This also follows the true statement that the world is, indeed, getting smaller and certainly more accessible to any and all individuals.

We continually find in our consulting that improving communications pays serious dividends for our clients. Not just communicating in the common language by getting the industry jargon and technical terms correct but also considering the factors of the native language of the people involved. My background has involved doing business overseas and in fact living there, and learning to speak the local language which I enjoy very much.

In my business career, I have been very fortunate to have lived and worked in some interesting countries of the world. This has been in the Spanish speaking countries of Mexico, El Salvador, Costa Rica, Puerto Rico, Dominican Republic and Spain or the "mother country" of all other Spanish speaking spots. In addition, I have had the opportunity to conduct business in every country in South America, Central American and almost every Caribbean market. I enjoy speaking Spanish, despite some grammatical errors, but have found that by "giving it the old college try" to converse in one's own native language, your efforts are most appreciated as you are adapting to and embracing their language and culture.

When doing business in Latin America, all countries speak Spanish except the largest country, which is Brazil. The Portuguese language is spoken here as well as in Portugal, the mother country. Brazil is a massive country and dynamic market and it borders ten other countries in South America. From a strategic standpoint, any company that wants to achieve success in Latin America, establishing a presence in Brazil is certainly key.

However, regardless of the size of any country or company, getting the basics correct still applies. As we saw in the KASH training seminar, the most important asset and key element of any organization is

its people or the "human asset." In addition, our mission statement is "to serve Entrepreneurs in the achievement of their personal goals through their organizations."

Understanding the most important concepts from the seminars will apply in any language, business, and country or market. For example, "Closing the loop" or "cerrando la curva" and having a clear knowledge of the "K.A.S.H Box" or "Caja de K.A.S.H" will help to benefit both organizations and their employees plus increase their chances of success. Kindly advise should you have any questions or would like to discuss further.

Gracias, buena suerte y exito