

Working Virtually



building confidence and competence

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BESIG 2013



Context

- Business English and international communication
- UK-based and overseas training
- One-to-one/small groups
- Middle to senior management
- International virtual teams
- Presentations, telcos, relationships
- High-frequency written communication



Confidence and competence


- **The challenges**
- **Competences**
- **Training tasks**
- **Working Virtually**



Challenges




It's hard to express exactly what I want to because I don't have the words.




Some people are too wordy. I prefer to keep it brief


Waste of time! The person running the call doesn't seem able to keep control. Chaotic!!



The irregular quality of the line makes it very difficult...



I have problems understanding native English speakers: they speak unclearly, too fast, using expressions I've never heard before!



Key competences

Writing

Relationship-building

Facilitating

Adapting

Clarity

Assertiveness

Voice

Multi-channel approach



Writing

Hello. Thank you very
much for the
information



hi, thanks for the info.



Writing and culture

It's really kind of you to enquire after Ravi's family...but do you have to use bullet points?!



Culture

Place, organisation and personality

SEQUENTIAL

TIME

SYNCHRONOUS

We need to keep to time limits – one thing at once!!

DIFFUSE

RELATIONSHIPS

SPECIFIC

I haven't got time to waste on what people did at the weekend

NEUTRAL

COMMUNICATION

EMOTIONAL

*....a bit excitable – never uses 10 words
when 100 are possible*



Practical tasks

Tasks

- **Emailing**
- **Messaging**
- **Conference calls: collaborative**
- **Conference call: simulations**
- **Online presentations**
- **Information transfer: T-L or L-T**
- **VISUALS but NO TEXT**

Feeding back: T-L and L-L (...and L-T)



Real-time emailing



Dear Mrs. Zuegner,

I am a consultant working for Genentech at their offices in San Francisco. I will be visiting your plant sometime in late November in order to discuss about operational and quality issues. I would like to know which dates are the most suitable for you in the 20th and the 30th, and would like to spend some time in the USA. I would be grateful if you could provide me with any information and make the necessary arrangements.

Thank you,

Uta Zuegner

Dear Mr. Winterson,

Thanks for your email.

I checked the schedule of Michael Clever. It would be a suitable date on 24th and 26th. I blocked Michael's schedule for your visiting to our plant. Please be so kind and as to give me your travel details. I'll arrange a taxi transfer from our car pool service from the airport to the hotel. I'll book the hotel "Landgasthof Iffeldorf" (<http://www.landgasthof-osterseen.de>) for you.

I'll also organize the daily transfer from the hotel to our plant.

If you need more help, please don't hesitate to contact me. I'm looking forward to your response.

Best regards,
Uta Zuegner

Uta Zuegner





Conference call simulation

Below is a selection of comments made by different members of the teams at various times regarding the functioning of the virtual team

“ I have to repeat myself three times just to get the message through!”

“I think we need more leadership, a little more encouragement...our conf calls are chaotic!!”

“They’re alright to work with, certainly efficient...but a bit rude....no real warmth there.”

“I get the feeling I need to read between the lines when I receive documents from the Brits”

“A lot of time is wasted at the start of our calls. I don’t need to know how Javier’s weekend went!”

“They don’t listen when I’m trying to explain something. Are they doing something else?”



Who I am

SANDORA Pharma

My name is Sergio Márques.

Hobbies: Having fun! (eating, drinking, reading, skiing, playing tennis, even working...!)

I'm Mexican, married, with two sons and a daughter.

Working for Sandora since 1980, mainly in Latin America.

Currentl
F&C Mar

Compliance and legal



Sara Haas



Sara Haas, Spanish/Swiss, born in Burgos, 38 years old, married, living in Switzerland

Business background with wide operational and strategic experience in consulting, purchasing and marketing.
International MBA, Frankfurt, 1998

2010-	AKTUALTECH Brand Manager
2006-2010	Copavis Head of Purchasing
2003-2006	Copavis Product Manager
1999-2003	E-commerce consulting Partner
1993-1997	Principality Hotels Marketing Manager
1985-1993	Hill Organization Marketing Assistant



Giving feedback

The screenshot shows a web browser window with the following elements:

- Browser Tabs:** (9) - jondyson2007@, SlideSnack | Upload & Sha, York Associates WebEx En
- Address Bar:** <https://york-associates.webex.com/mw03071/mywebex/default.do?siteurl=york-associates&rnd=0.3016093203332275>
- Navigation Bar:** Home, New Tab, travel, money, shopping, entertainment, work, media, health, search, Study & Learn Engli..., GMX Free Webmail and E..., MEGA, Gmail: Email from G..., + Flip it
- WebEx Header:** Home, Site Administration, Event Center, Sales Center, More Services, My WebEx, fme
- Page Title:** Recording Information: Jon to Moritz-20130904 1059-1
- Recording Details:**
 - Topic: Jon to Moritz-20130904 1059-1
 - Create time: 04/09/13 12:25
 - File size: 20.04MB
 - Duration: 21 minutes
 - Description:
 - Streaming recording link: <https://york-associates.webex.com/york-associates/ldr.php?AT=pb&SP=MC&rID=23622977&rKey=7763308D65787145>
 - Download recording link: <https://york-associates.webex.com/york-associates/lsr.php?AT=dw&SP=MC&rID=23622977&rKey=A2F67AB415000928>
- Action Buttons:** Modify, Delete, Disable, Back to List
- Right Panel:**
 - Play Recorded Meeting Now:** You can view your recorded meeting by clicking **Play Now**. (Red circle around 'Play Now' button)
 - If you want to download the recording, click [here](#).
 - Share My Recording:** You can send an email to share your recording with others by clicking **Send Email**. (Red circle around 'Send Email' button)
 - If you want to use your local email client to send the email, click [here](#).
- Footer:** POWERED BY Cisco WebEx Technology; ©2013 Cisco and/or its affiliates. All rights reserved. www.webex.com; [Privacy](#) | [Terms of Service](#) | [Request information about WebEx services](#)
- Taskbar:** Screenshot 2013-10-....png, front1.jpg, Show all down, 29

Technology and communication



**Can't talk now – I'm in
a web conference
about improving
communication with
technology**



Software



webexTM



Adobe Connect



Microsoft[®]
LyncTM

FUZE | Meeting



Practical considerations

Meeting Information: test

Meeting status: ● Started

Starting date: Saturday, 9 November 2013

Starting time: 12:00, GMT Time (London, GMT)

Duration: 1 hour

Host's name: Fiona Mee

Host's Email: fccmee@gmail.com

Meeting number: 845 488 202

Meeting password: jond

Host key: 262261

Audio conference: To receive a call back, provide your phone number when you join the meeting, or call the number below and enter the access code.

Call-in toll-free number (UK): 0800-051-3810

Call-in toll number (UK): +44-203-478-5289

[Show all global call-in numbers](#)

[Show toll free dialing restrictions](#)

Access code: 845 488 202

[Less Info](#)

By joining this meeting, you are accepting the Cisco WebEx [Terms of Service](#) and [Privacy Statement](#).

...not forgetting...





Working Virtually

- **Challenges**
- **Learner Competences**
- **Tasks / Confidence**
- **Technical practicalities**
- **Training/Learning environment**



2013 BEsig

The David Riley Award For Innovation
In Business English And ESP



Thank you

