



# CORPORATE TRAINING *EXPRESS*

Custom Designed Talent Development

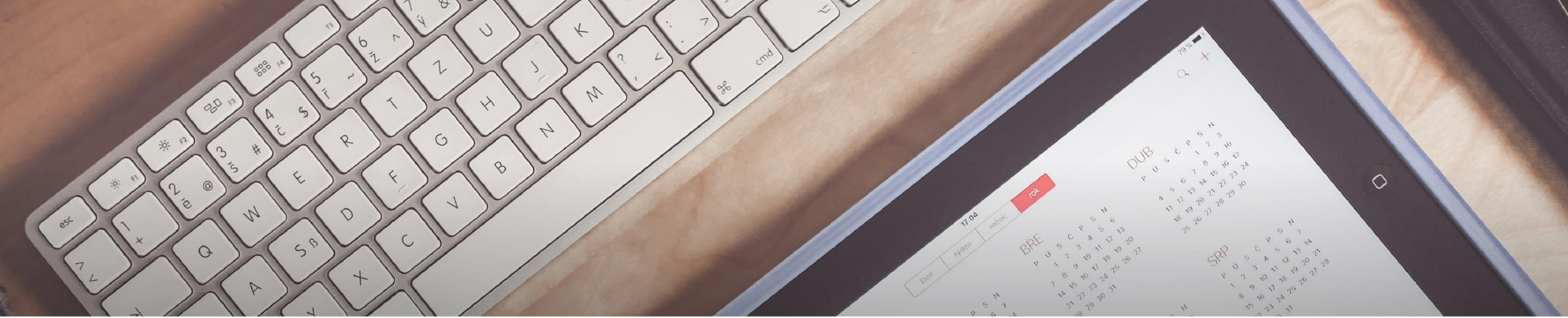


**Breakfast Briefing**

# **“The Culture of Communication in Thailand”**

**by Ben Horgan, Senior Programme Manager at Corporate Training Express (CTX)**

**Thursday 16 March, 2017, Language Express School**



## AGENDA

Definitions of  
Culture

First Impressions  
- The Tip of The  
Ice burg

Key Concepts in  
Cross-Cultural  
Communication

Language and  
Culture

Communication in  
the workplace -  
Conclusions

# What is Culture?

วัฒนธรรม

น. สิ่งที่ทำให้ความเจริญงอกงามให้แก่หมู่คณะ

A thing which brings growth to a particular  
group

1. the arts and other manifestations of  
human intellectual achievement  
regarded collectively

2. the ideas, customs, and social behaviour  
of a particular people or society

# First Impressions





# The Cultural Iceberg

In an iceberg, only about 10% of the iceberg is visible above the waterline.  
The majority of the iceberg is hidden beneath the surface.

In 1976, Edward T. Hall suggested that culture was similar to an iceberg.  
He proposed that culture has two components and that only about 10%  
of culture (external or surface culture) is easily visible; the majority, or 90%,  
of culture (internal or deep culture) is hidden below the surface.

## **External (surface) culture (10%)**

- Explicitly learned
- Conscious
- Easily changeable
- Objective knowledge

**Behaviours**  
**Traditions Customs**  
**Easily observable with touch, taste, smell, sound**

## **Internal (deep) culture (90%)**

- Implicitly learned
- Unconscious
- Difficult to change
- Subjective knowledge

**Core values**  
**Priorities**  
**Beliefs**  
**Attitudes**  
**Assumptions**  
**Perceptions**  
**Difficult to observe**

When one first enters into another culture, one is usually first interacting only with the top 10%—literally, the tip of the iceberg! Sometimes, people make assumptions or develop ideas about another cultural community without really understanding the internal or deep culture that makes up the majority of that culture's values and beliefs. What's in your cultural iceberg?



Show up

Understand the  
culture

Be a good teacher

# Key Concepts

Lebensstil



生活方式



Chef



领导



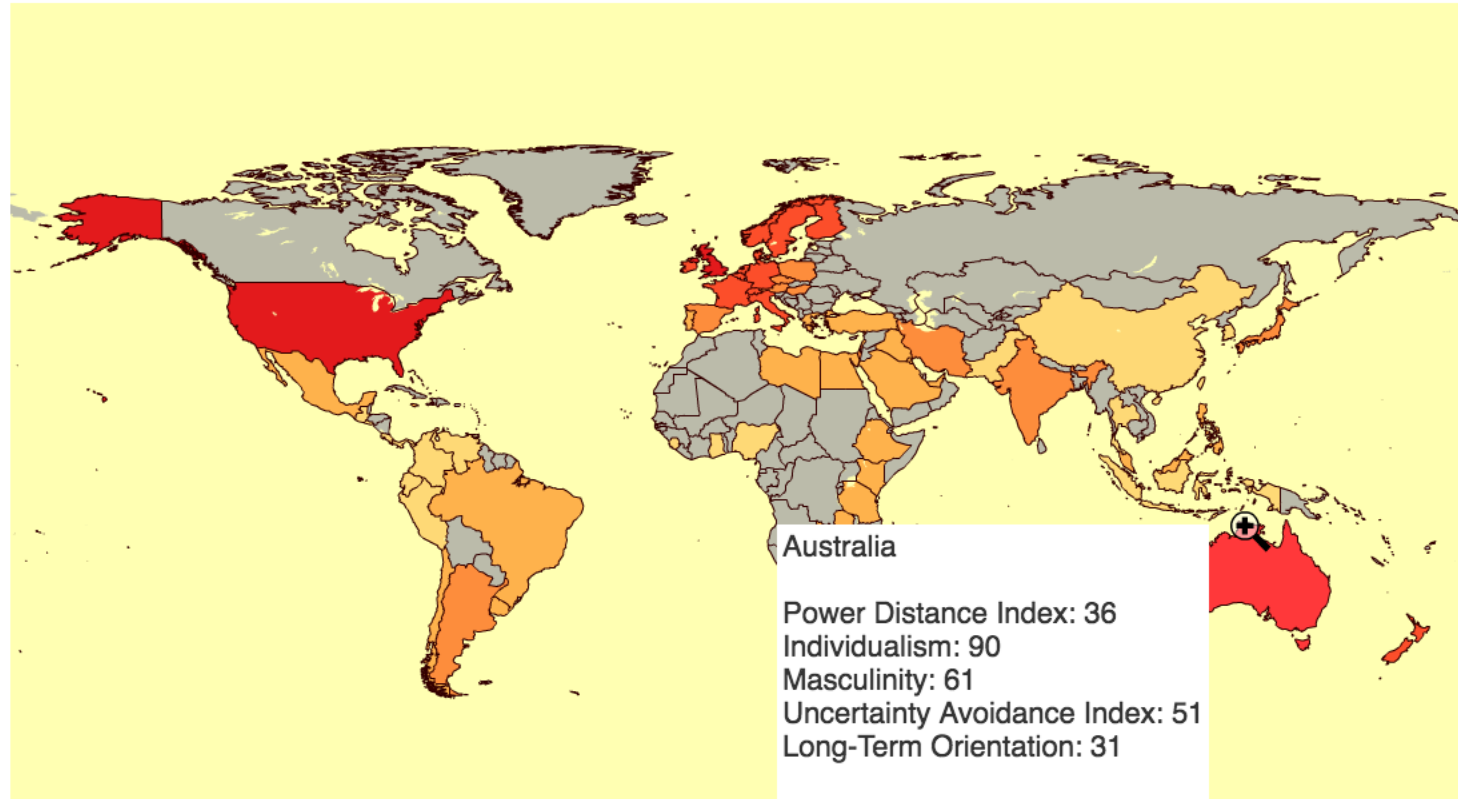
Ärger



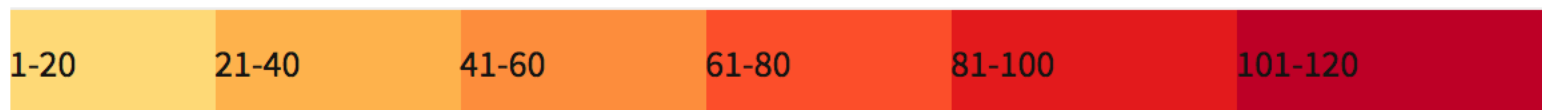
对待愤怒



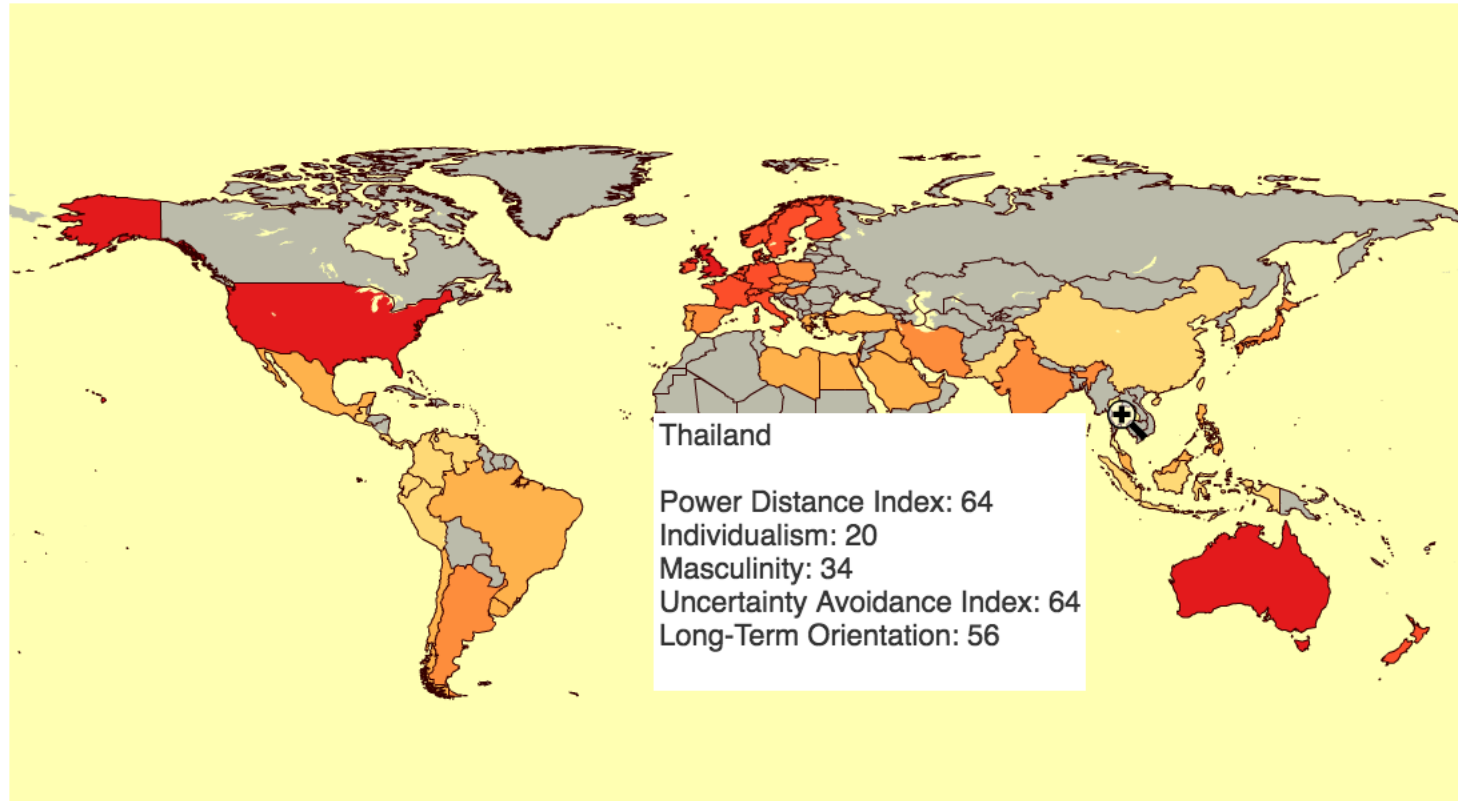
# Geert Hofstede's Cultural Dimensions



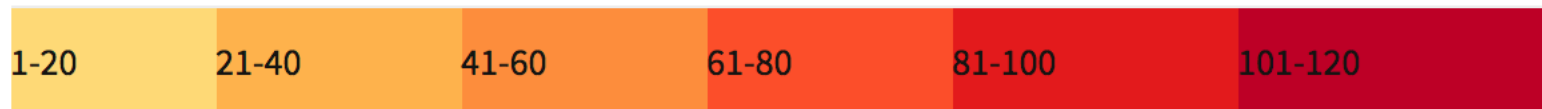
## Individuality



# INDIVIDUALISM – COLLECTIVISM INDEX

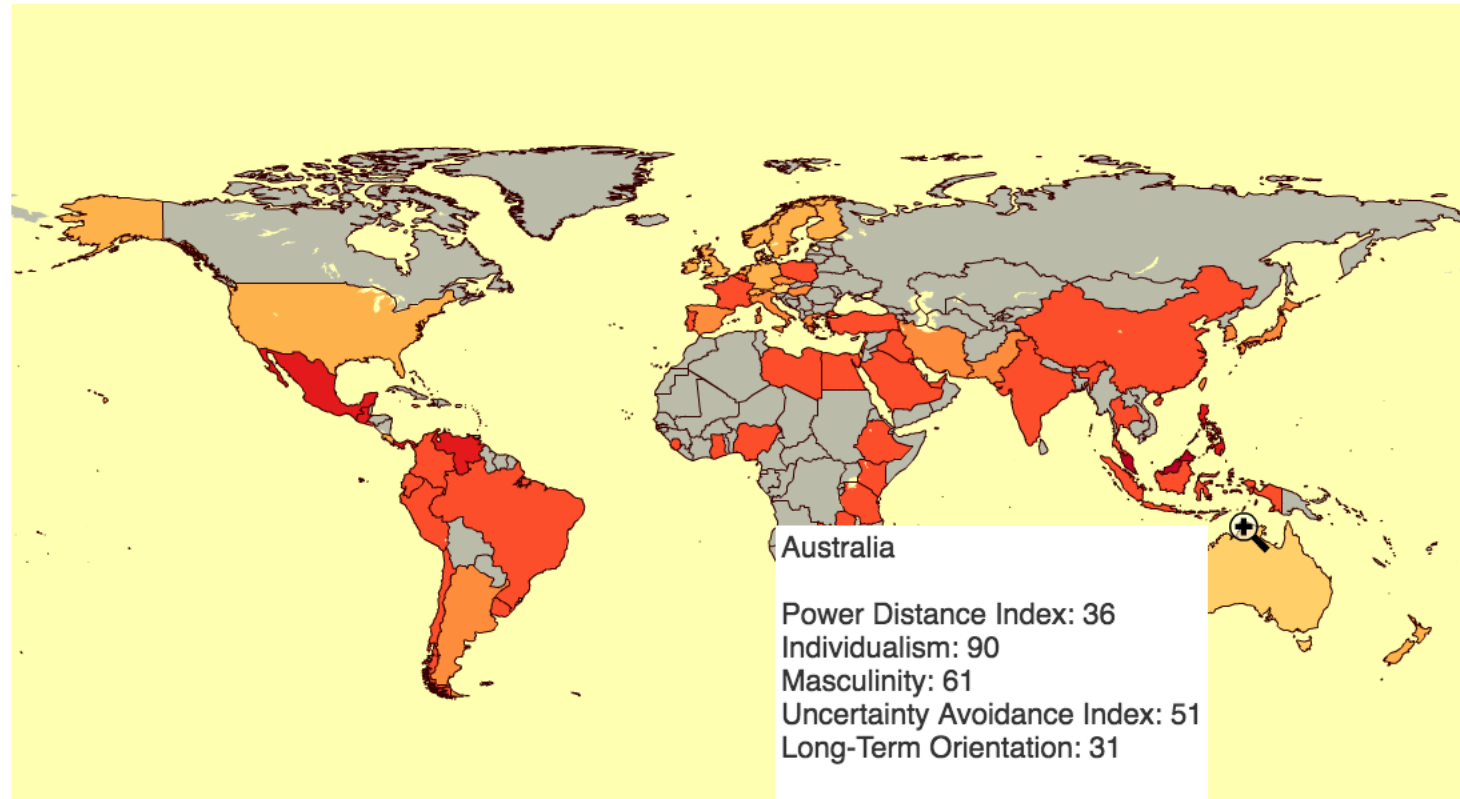


Individuality

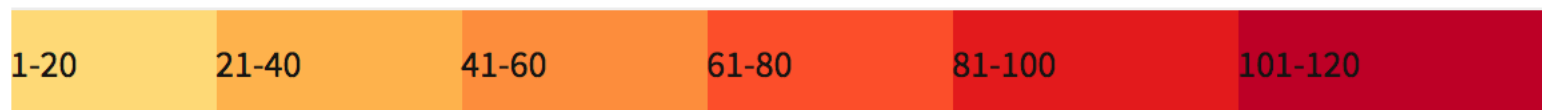




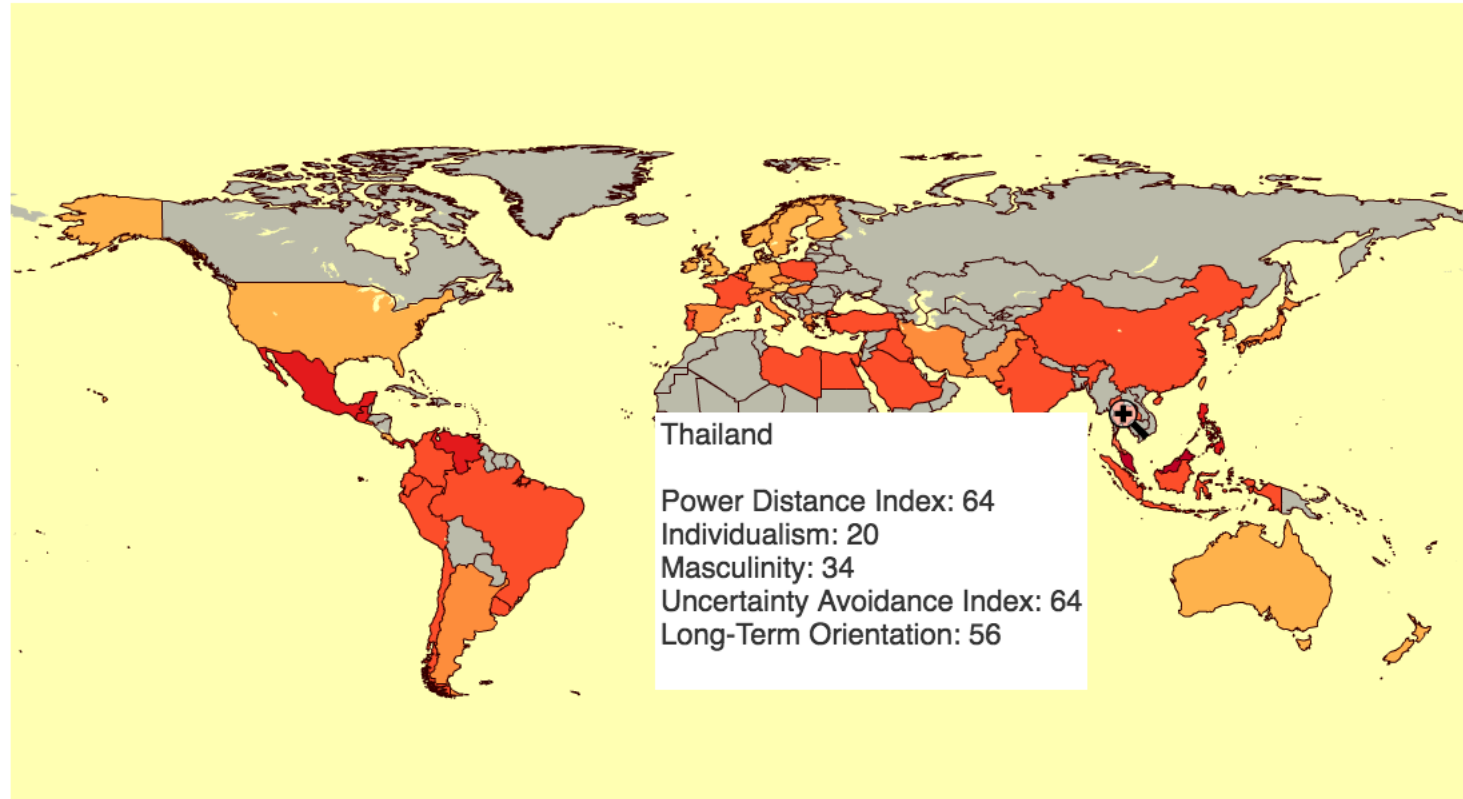
# POWER – DISTANCE INDEX



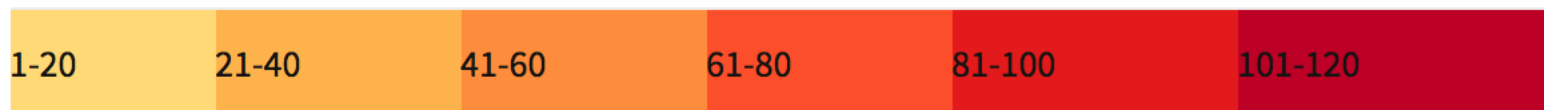
Power Distance Index



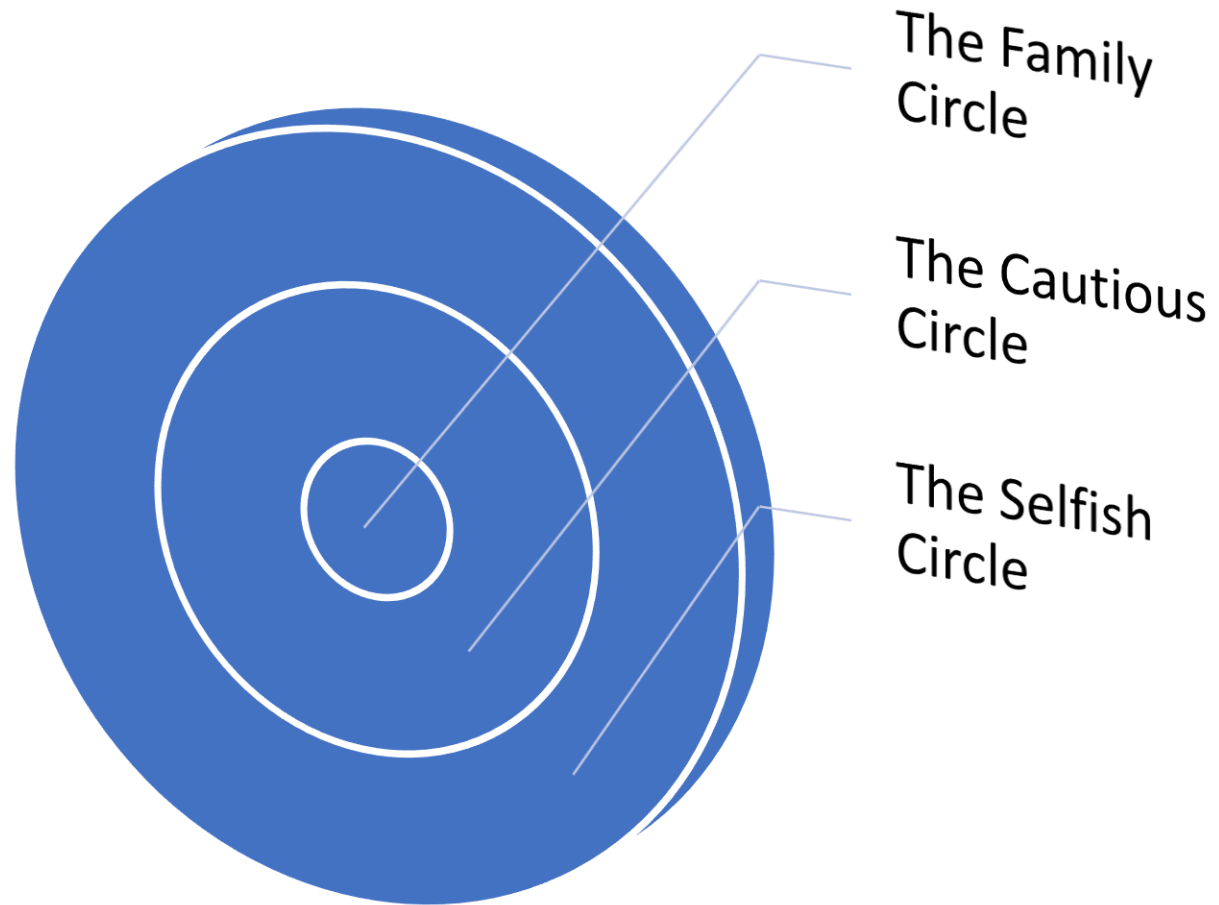
# POWER – DISTANCE INDEX



Power Distance Index



# SOCIAL CIRCLES



Working with the Thais (1995) Henry Holmes

# Language and Culture

As outlined in heart talk 2006 Christopher G. Moore

"In Metaphors We Live By (1980) Lakoff and Johnson tell us that '... the human thought processes are largely metaphorical...' Thus whether you are a doctor, dock worker, lawyer, factory worker, merchant or jack-of-all trades, then, you are pulling an oar in the same conceptual boat constructed from the same metaphors as everyone else in your language and culture"



บัวไม่ให้ช้ำ น้ำไม่ให้ขุ่น bua mâi hâi chám náam mâi hâi kùn  
*“Neither let a lotus get bruised nor let water get turbid.”*



kâo jai

greeng jai

nám jai

jai rón

jìt jai

*bpàak mâi dtrong gáp jai*

# Pronouns in Thai

tân  
aa jaan  
naai  
pîi  
kun  
nóng



Hey you!





ไม่เป็นไร  
mâi bpen rai

“It doesn’t matter,  
never mind, you’re  
welcome”



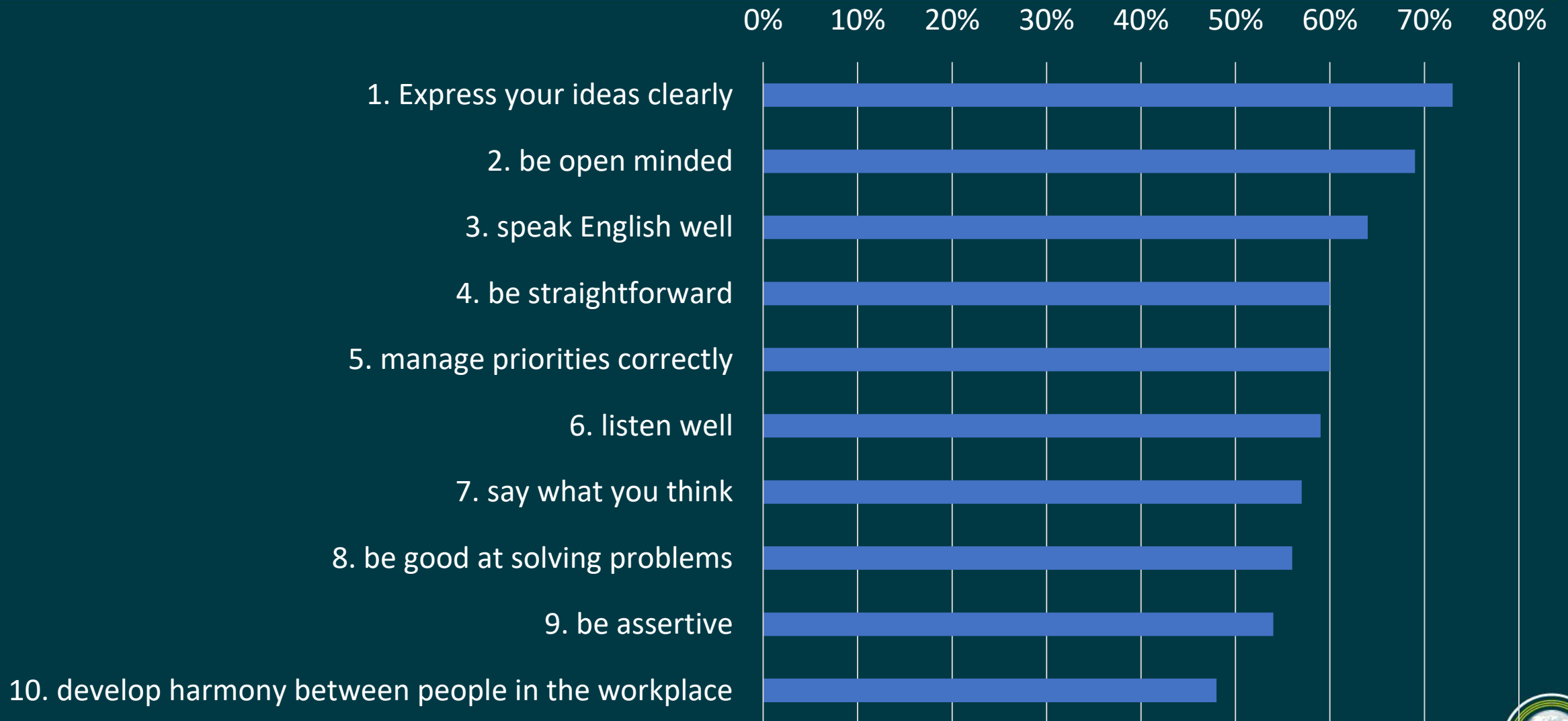
Act like a teacher

Be a part of the  
society

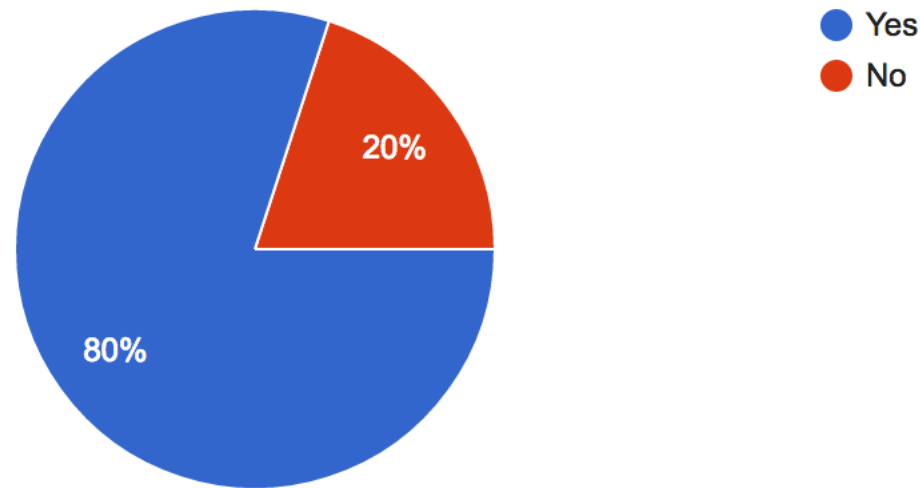
Communicate  
appropriately

# Conclusions

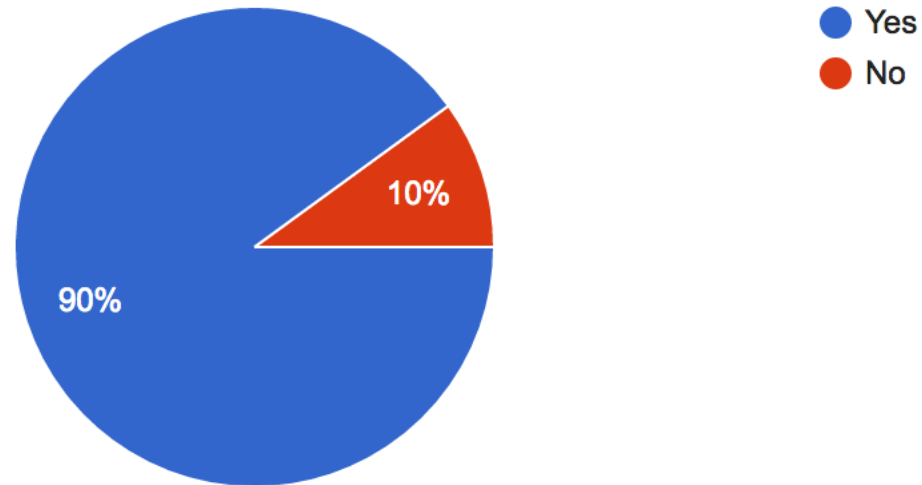
# Top 10 Work Skills for Foreigners



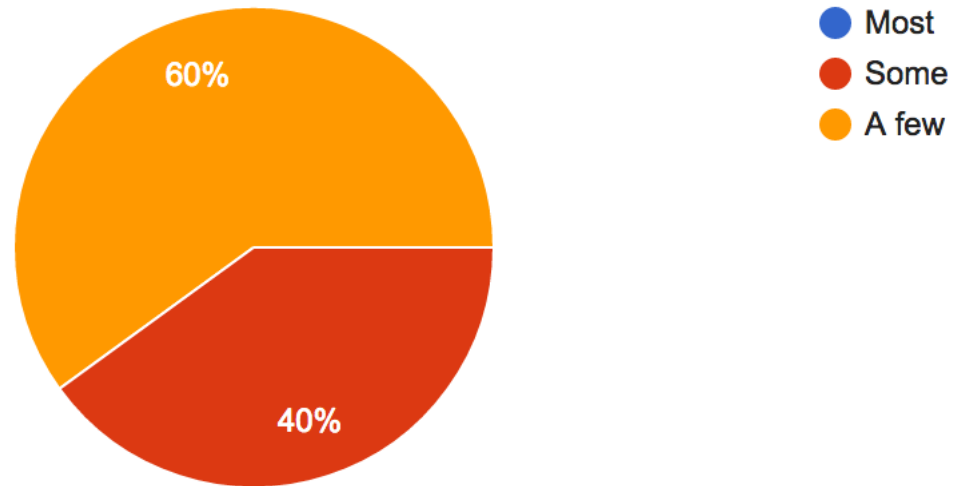
Do you think it is necessary for a foreigner working in Thailand to learn Thai?



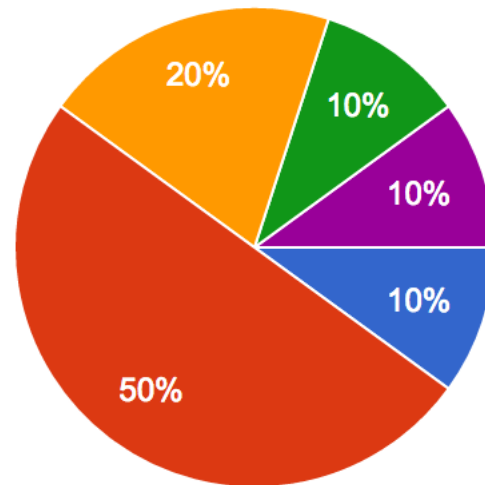
Do you think it is necessary for a foreigner working in Thailand to understand Thai culture?



How many of the non-Thai staff you work with do you feel have a good understanding of Thai culture?



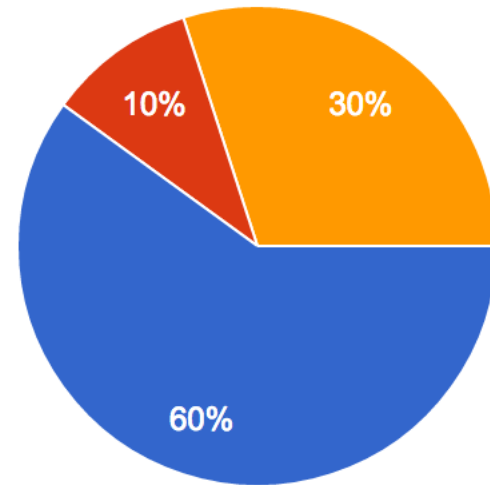
What is something that foreigners in Thailand do that you think Thai people don't like?



- Raising their voice
- Getting angry
- Being confrontational
- Overly direct communication
- Other



What type of training do you think would help improve the working situation in your company the most?



- English training for Thai staff
- Thai training for foreign staff
- Cultural training for foreigners
- Cultural training for Thais



## **CORPORATE TRAINING *EXPRESS***

Custom Designed Talent Development

- **Language and Communication Courses**- English, Thai
- **Business English Skills** - Presentations, Business Writing, Negotiating
- **Hospitality and Customer Service Training**
- **Soft Skills and Cross-Cultural Communication Development**

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**If you are interested in any of the above, please contact us.**

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