



Russia

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Sample Cards

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click to play





In your first non-business conversation, a new Russian business counterpart might tell you about his personal problems in detail. This is probably because he or she:

- A. Is curious about you and expects you to do the same.
- B. Sees such sharing the best way to set the stage for a smooth negotiation.
- C. Wants to change his job and is inquiring about your company.

Click on your choice



B. Personal conversation for Russians establishes a personal relationship and creates a trust-filled atmosphere for good negotiations. The Russian saying, *razgovor po dusham*, literally means “hair down.” It means that conversations from the soul are valued. They help to break the icy barrier of business formality.

If you chose the best answer, keep this card. If not, discard it.



“Intelligentsia” in Russian refers to:

- A. The top 10 students at a Russian university.
- B. The system of patronage for senior positions in the Soviet bureaucracy controlled by committees of the Communist Party.
- C. The intellectual elite of society.

Click on your choice.



C. is correct. Since 1860 the term has been used to denote intellectuals in society who put forward mostly radical, liberal or revolutionary concepts.

If you chose the correct answer, keep this card. If not, discard it.



You are very patient when explaining and reviewing legal and financial matters, knowing that your Russian counterparts have less acquaintance with the tradition of commercial process found in Western Europe and North America. It is very important for Westerners not to appear condescending as this is the first and quickest way to lose respect.

How do you think, feel, or react to this situation? Tell your team, and then keep this card.



You lost a day of business because you assumed the Russian government office you needed to visit would be open to receive you during normal business hours. But you failed to schedule an appointment.

How do you think, feel, or react to this situation? Tell your team, and then discard this card.



"People meet you depending on how you are dressed and they say good bye depending on how wise you seem."

(Vstrechaiut po odioshke, provozhaiut po umu.)

This Russian proverb reflects the fact that Russians pay particular attention to how they dress. They spend a larger percentage of their family budget on clothing than any other nation in the world.

After reading this card aloud, any team member, including you, may comment on it. Keep this card.



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Russians are not generally hesitant to ask a relative, friend or colleague for personal help – including loans of money. Such requests can be surprising and even stressful for people whose cultures emphasize individual achievement and downplay reliance on others. Share with your team how you might solve a short-term financial problem. Would you ask someone for help?

After you share, your team-mates may tell you a slang word or show a gesture that means “money” in their language or culture or in a culture they know of. Keep this card.





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