

The human factor in times of crisis

Using our Differences

to our Advantage!

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Пора, мой друг, пора! покоя сердце просит - It's time, my friend, it's time! The peace is craved by hearts...

Летят за днями дни, и каждый час уносит - Days flow after days -- each hour takes away

Частичку бытия, а мы с тобой вдвоем - A bit of life -- and both, you and I,

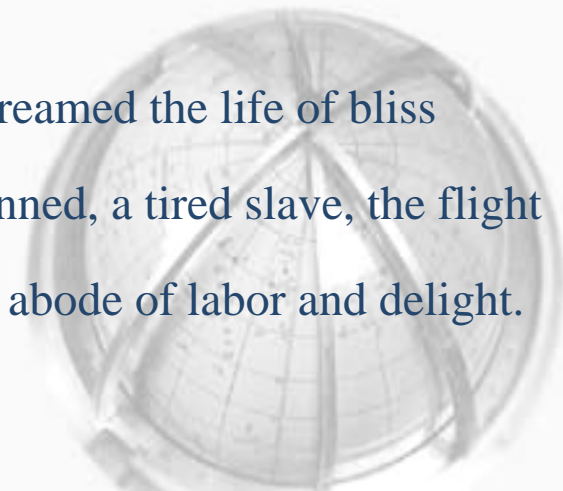
Предполагаем жить... И глядь — как раз — умрем. - Plan a long life, but could abruptly die.

На свете счастья нет, но есть покой и воля. - The world hasn't happiness, but there is freedom and peace.

Давно завидная мечтается мне доля - And long have I daydreamed the life of bliss

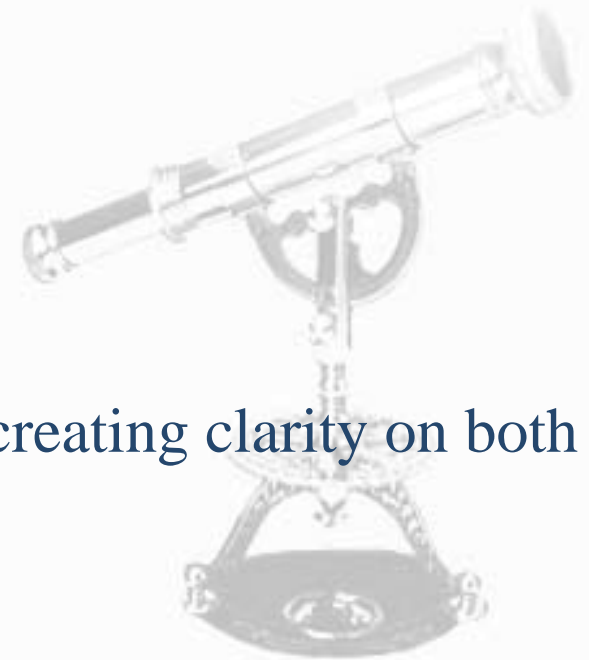
Давно, усталый раб, замыслил я побег - And long have planned, a tired slave, the flight

В обитель дальнюю трудов и чистых нег. - To the removed abode of labor and delight.



Our business practice shows:

1. More and more requests to mediate in Russian – Western relationships and conflicts since the crisis.
2. Most of the problems are caused by “soft” factors such as:
 1. Poor communication
 2. Emotions
 3. Lack of understanding
 4. Differences in perspective
3. Most of these problems are solved by simply creating clarity on both sides



Contents of the presentation:

Reality

1. The Crisis and Conflict
2. Sources of conflicts

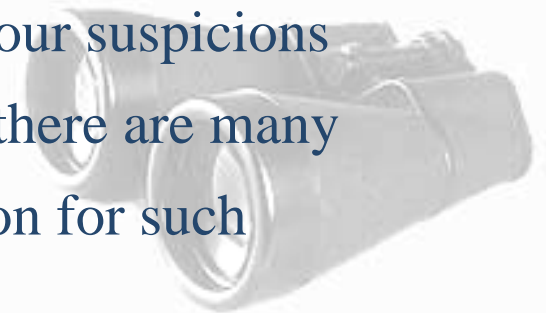
Opportunity

1. Stereotypes
2. Cultural opportunities
3. Do's and Don'ts
4. Conclusion and answers to your questions.



The Crisis and Conflicts:

1. Crisis breeds conflicts
2. Crisis causes:
 1. Reduced confidence
 2. Reduced trust
 3. Fear
 4. Tunnel vision
 5. Suspicion
 6. Pessimism
3. We test our relationships to find confirmation of our suspicions
4. Suspicions and stereotypes (preconceived ideas) there are many
5. And in a difficult environment like Russia a reason for such confirmation can be easily found.



Sources of conflict:

1. We look at each other from our own perspectives
2. We expect each other to behave as we do ourselves
3. We underestimate the importance of the environment
4. We think we know it all
5. We think Russia is Europe and that Europe is one.
6. We feel but do not recognize our differences

We look at the same things from different angles.

BUT What to do?



What to do?

1. Identify the stereotypes
2. Put them into perspective
3. Understand our differences
4. Use them to our benefit



Stereotypes about Russia in the West:

1. Cold
2. Rude
3. Grim, grey and depressing
4. Mafia
5. Poor and cheap
6. Russian bear
7. Vodka
8. Risks, danger; unreliability
9. But also positively; culture!



В крови горит огонь желанья, - My blood's aflame! Desire and yearning

Душа тобой уязвлена, - Overwhelm me: stung this heart of mine.

Лобзай меня: твои лобзанья - O kiss me, love! Your kisses burning

Мне слаще мирра и вина. - Are sweeter far than myrrh or wine.

Склонись ко мне главою нежной, - Lay your head, dear one, on my breast,

И да почию безмятежный, - And blithe and happy will I rest

Пока дохнёт весёлый день - Till the first breath of cheerful day

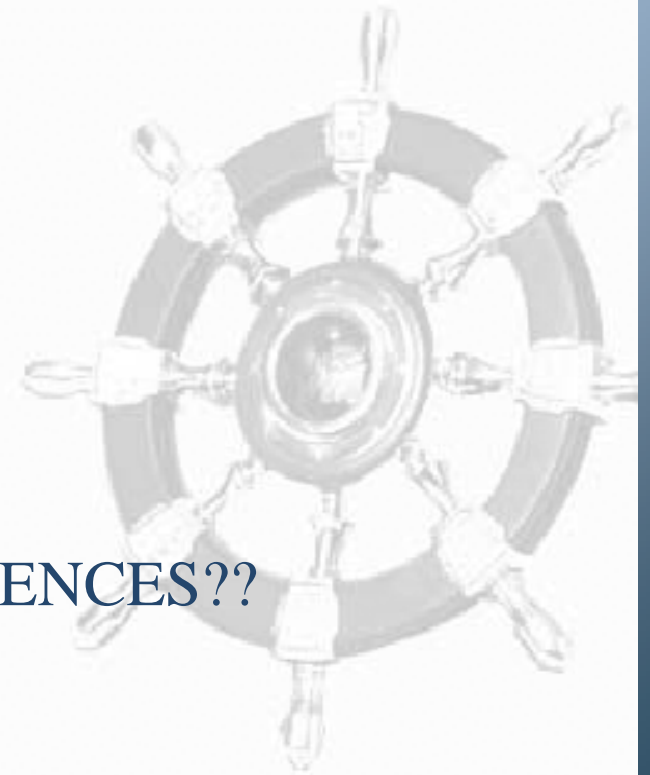
И двигнется ночная тень. - The shades of nighttime drives away.



Stereotypes about the West in Russia:

1. Pampered and weak
2. Dependency
3. Condescending
4. Antagonism
5. Competition with Russia
6. Only seeking to profit from Russia

OK, BUT WHAT ARE THE ACTUAL DIFFERENCES??



Understand what we do or see differently:

1. Trust
2. Network (Micro Cosmos)
3. Rules
4. Society
5. Pride and power
6. Emotions
7. Future
8. Approach of things
9. Business and personal



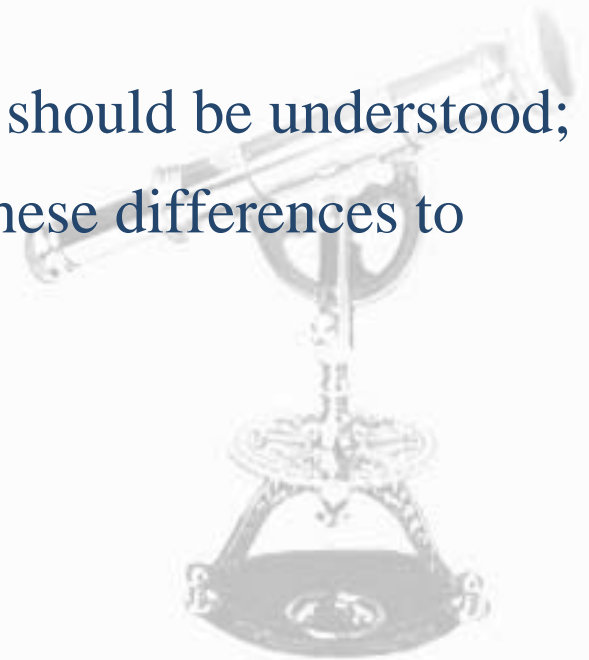
Understand what we do or see differently:

1. Authority
2. Agreements
3. Appearance
4. Speed
5. Language



Understanding of the differences will benefit your relationship

1. In times of crisis it is even more important to expand our horizons;
2. New people, new ideas, new places, more cooperation > more European – Russian business cooperation;
3. But there are many obstacles and differences;
4. Differences can be good fun;
5. But they should be accepted and for that they should be understood;
6. So that you may understand, accept and use these differences to your advantage;
7. And build lasting relationships.



Do:

1. Understand and respect each others cultural peculiarities and perspectives!
2. Like it 😊
3. Be committed to success
4. Gain some knowledge of each other's cultures
5. Learn (alphabet and) a few words
6. Be entrepreneurial, flexible and patient
7. Stay in control and keep the initiative
8. Make sure all parties have a clear added value
9. Limit your exposure and risks
10. Dedicate and commit sufficient financial & human resources
11. Be open



Don't:

1. Be afraid
2. Underestimate each other
3. Think Russia and Europe are the same
4. Think Russians and Europeans are the same
5. Stick to your own perspective



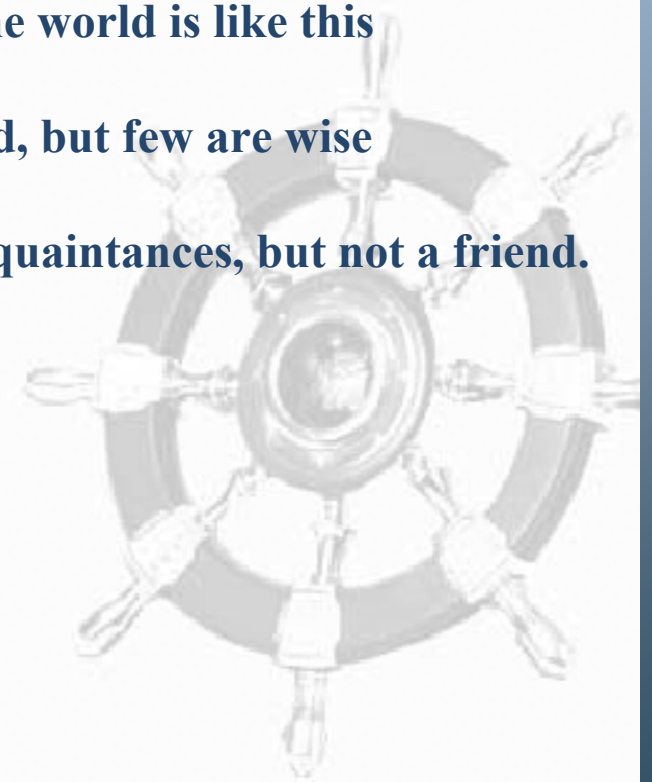
If you do all this you will prove Pushkin wrong:

Всегда так будет и бывало, - It has always been and it will be forever

Такой издревле белый свет: - Since old times the world is like this

Ученых много, умных мало, - Many are learned, but few are wise

Знакомых тьма, а друга нет. – Innumerable acquaintances, but not a friend.



Conclusion

Умом Россию не понять,

Russia can't be understood with the mind,

Аршином общим не измерить:

Can't be measured with a common yardstick:

У ней особенная статья -

She has a specific characteristic -

В Россию можно только верить.

In Russia it's only possible to believe.

1886 Fedor Tiutchev



Questions



Since 1999 Lighthouse assists Western companies in doing business in Russia. Throughout the years, Lighthouse has successfully assisted hundreds of companies from a wide range of sectors with their business development in Russia. Whether you need to start or increase your sales, set up production or do an acquisition, Lighthouse has the experience, the network and the team to help you reach your goals faster, cheaper and with less business risks. We are always happy to exchange thoughts with you about your business in Russia.

For further information you can contact us by using the coordinates below.

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