

Trusting

Task-based

Trust is built through business-related activities.

Work relationships are built and dropped easily, based on the practicality of the situation.

"You do good work consistently, you are reliable, I enjoy working with you, I trust you"

Relationship-based

Trust is built through sharing emails, evening drinks, and visits at the coffee machine. work relationships build up slowly over the long term.

"I've seen who you are at a deep level, I've shared personal time with you, I know others well who trust you, I trust you"

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TIPS & TRICKS

How to work effectively with more task-based cultures:

Organize shorter lunch breaks and keep the punctuality (so that they do understand you value their time)

Accept if people choose not to socialize after the end of the event/meeting

How to work effectively with more relationship-based cultures:

Put time and effort into organizing shared meals

Get to know people personally instead of discussing business

Suggest socializing after the end of the event

Use the phone, not just the e-mail

