

# The English Code

**Wir können alles außer Smalltalk!**

Herzlich Willkommen  
zu

**Wir können alles außer Smalltalk!**

# As a German at the UN...



# Germans on the international stage



# Ladies choice



# Language in Germany

A clear exchange of information:

- Say it how it is!
- Get straight to the point!
- Keep it brief!

Direct and not “dressed-up”

# Language in many other cultures

Exchange of information by reading behind the lines:

- Whatever you say, ensure it is “dressed-up”
- Don't let others lose face
- Be polite!

Indirect and wrapped in “niceties”



**Fantastisch!**  
**Ganz wunderbar!**  
**Herausragend!**



**Gut  
gemacht!**



**Well done!**  
**Good job!**



**Outstanding!**  
**Fantastic!**  
**Marvellous!**



Well done!

???



# Lost in cultural decoding



Why not try The English Code seminars?  
[info@english-code.de](mailto:info@english-code.de)

Mein Bundestag-Kunde verabschiedet sich mit:



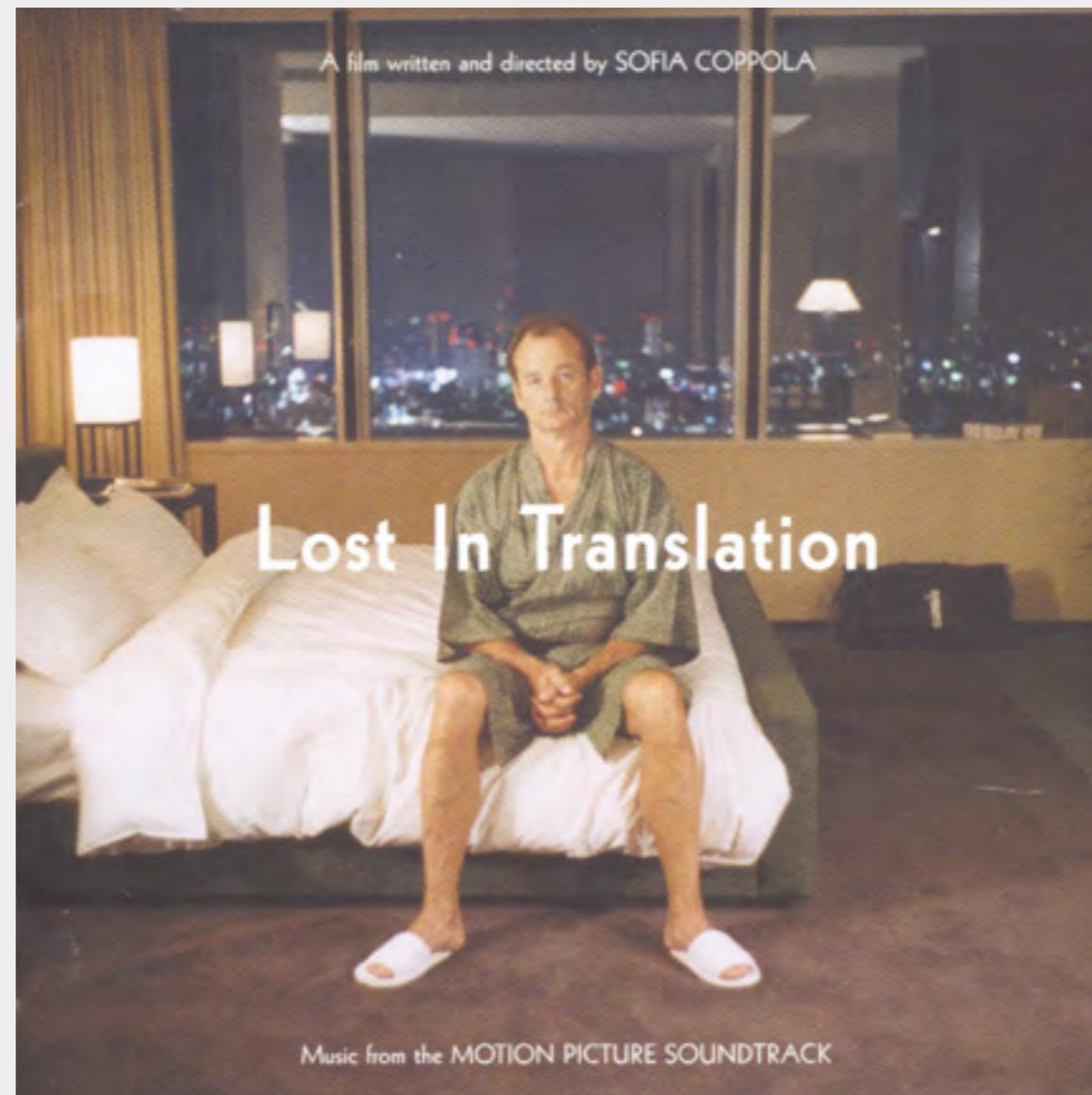
**I am tired. I have to get  
up early tomorrow.**

Was versteht der arabische Besuch?

**Oh gosh.  
I am boring and tiring  
him.**



# Lost in cultural decoding



Welcome to the English Code seminars!  
[english-code.de](http://english-code.de)



**„Ich bedauere sehr, aber ich befürchte, Frau Kilian ist nicht da.“**



**I'm terribly sorry,**

**I am afraid Miss Kilian is not in.**



Honest?  
Efficient?  
Good reason?



No?



STRESS!

# Have you already been here before?



Quelle: <http://4.bp.blogspot.com/-B8YmWu9qbqs/Tf4FGraIdnI/AAAAAAAAABhE/HNypix49-2E/s1600/image.jpg>

# Lost in cultural decoding



Welcome to the English Code seminars!  
[english-code.de](http://english-code.de)

Mutually shared cultural value

**Honesty**

**Speaking plainly / directly**



Mutually shared cultural value

**Efficiency**

**Punctuality**

**No time-wasting**

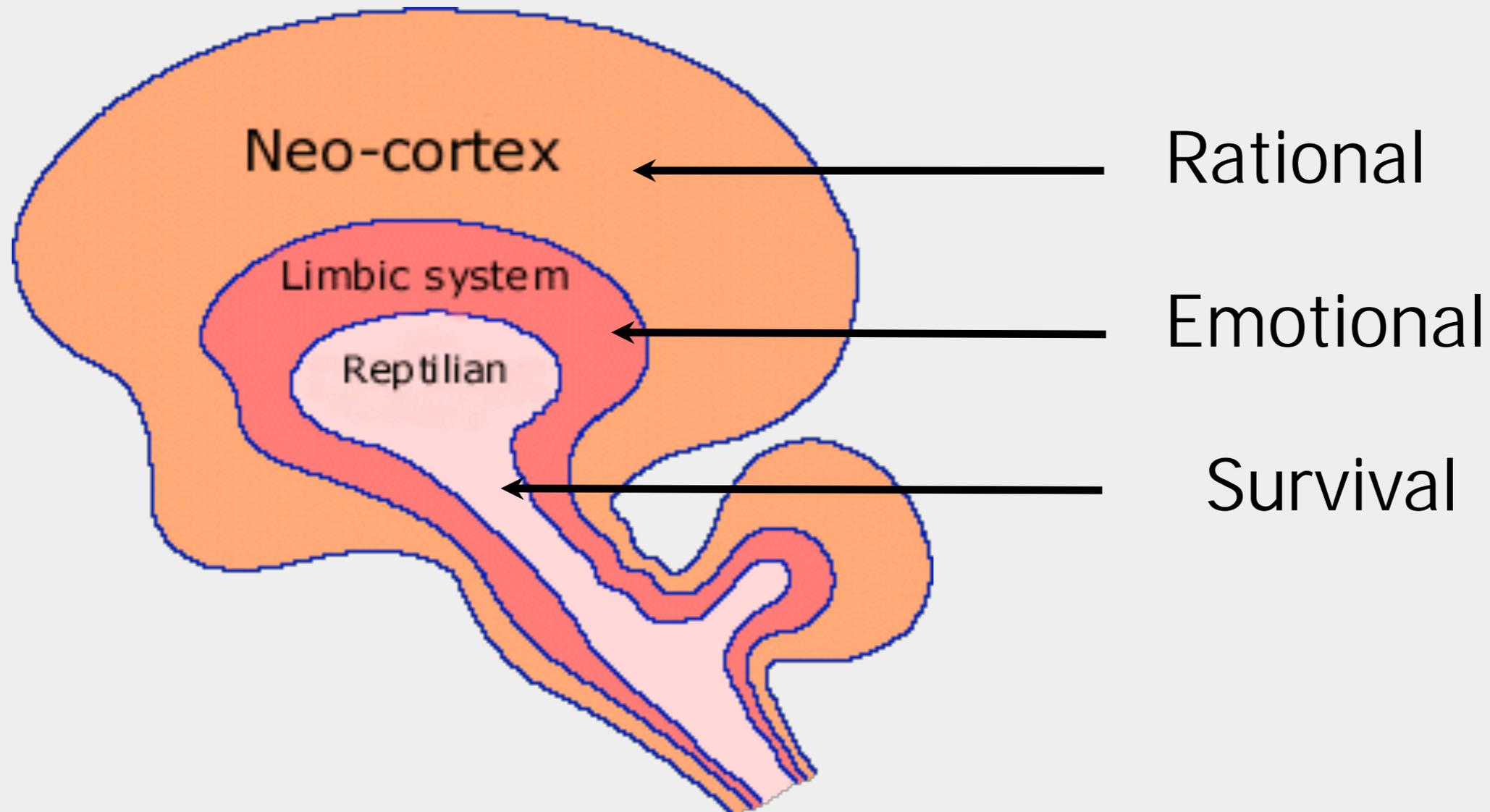
Mutually shared cultural value

**Valid logic**

**Be reasonable!**



# How does the brain work?



Caine, Renate Nummela and Geoffrey Caine. *Making Connections: Teaching and the Human Brain*. Nashville, TN: Incentive Publications, 1990.

# Reptilian

Food

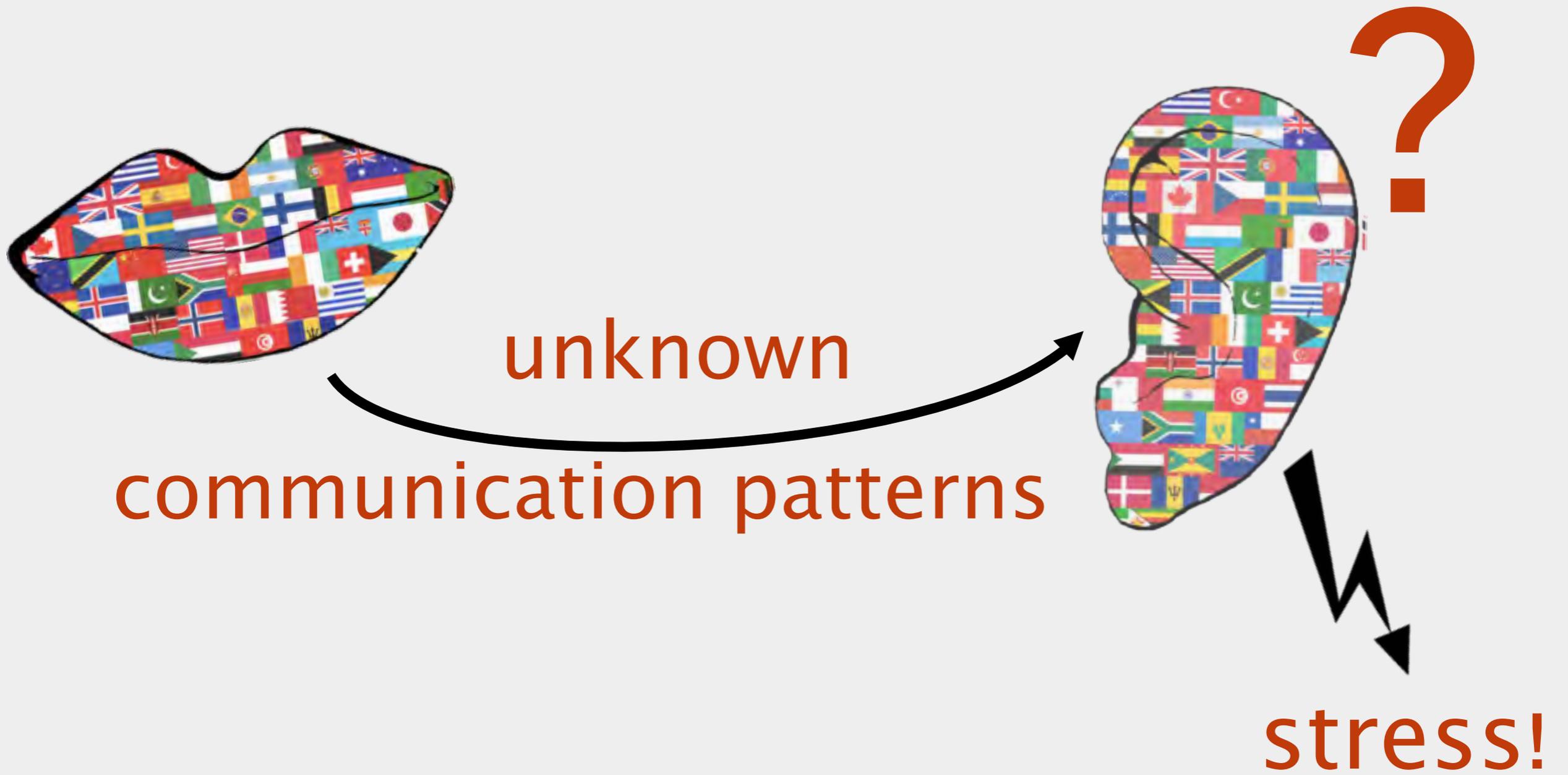
Flight

Fight

Freeze

Reproduction

**No emotions - No empathy - No learning**

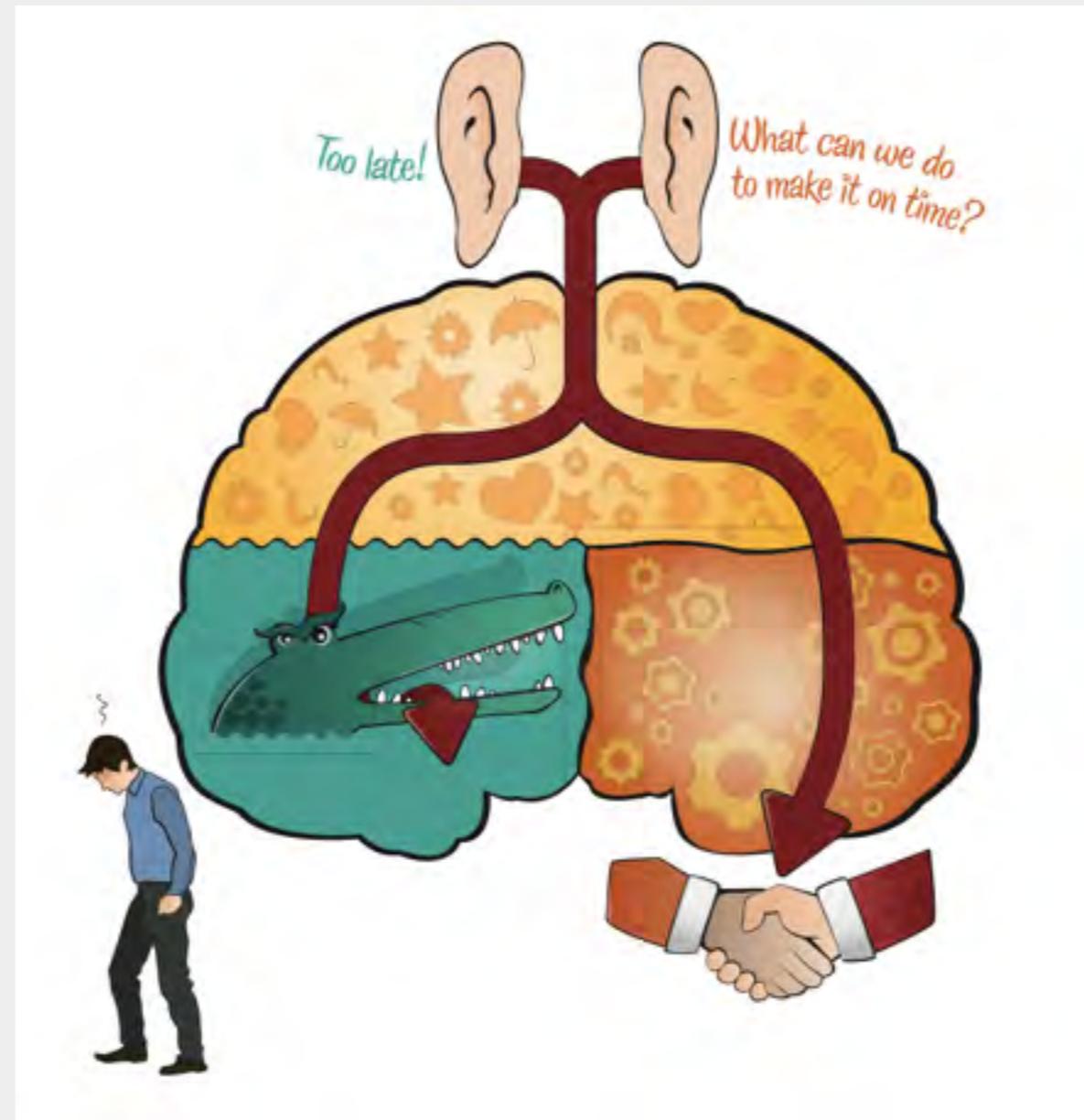


And that's why you have been there before



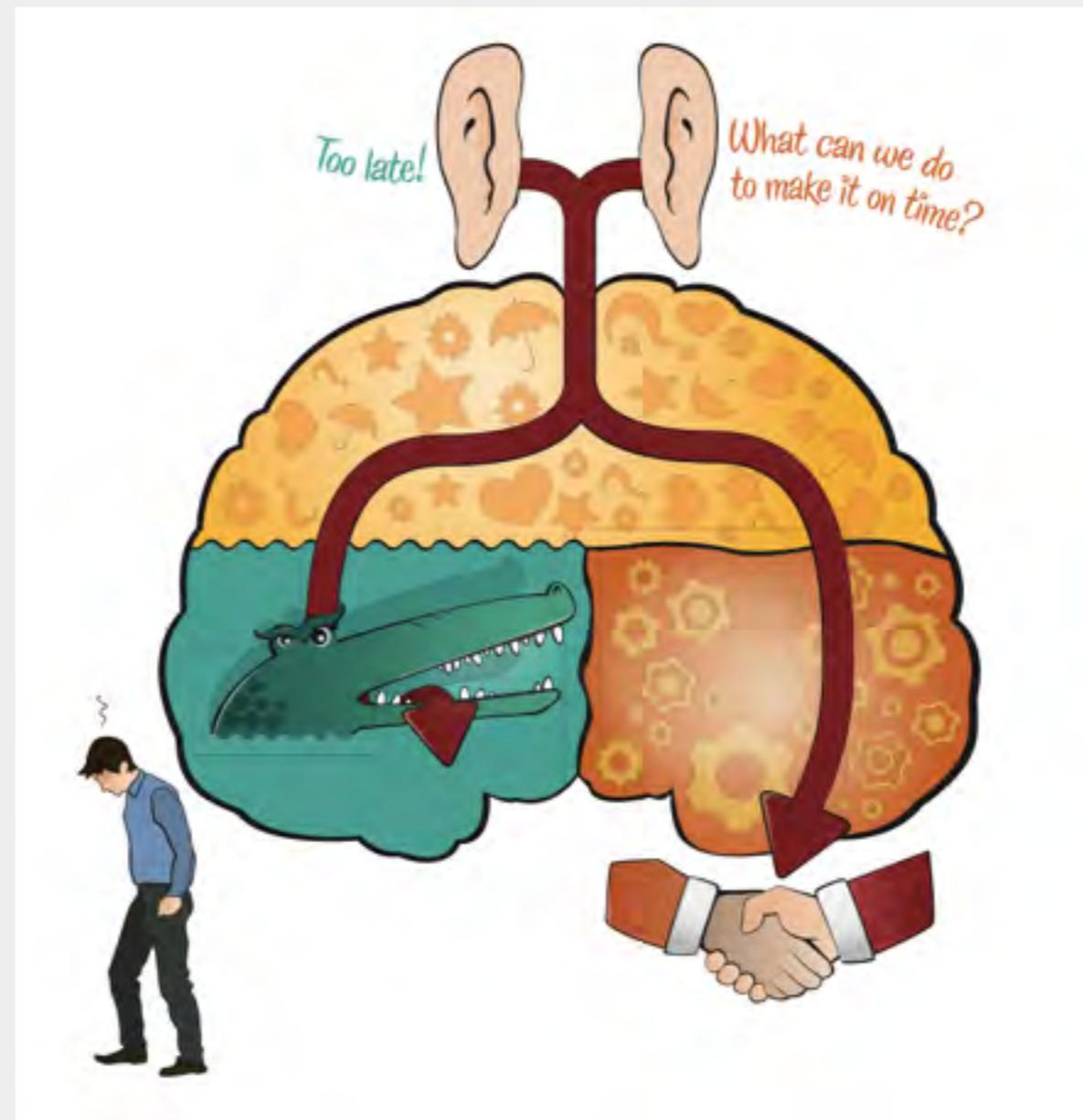
Quelle: <http://4.bp.blogspot.com/-B8YmWu9qbqs/Tf4FGraIdnI/AAAAAAAAABhE/HNypix49-2E/s1600/image.jpg>

## English Code Lernziel Nr. 1:



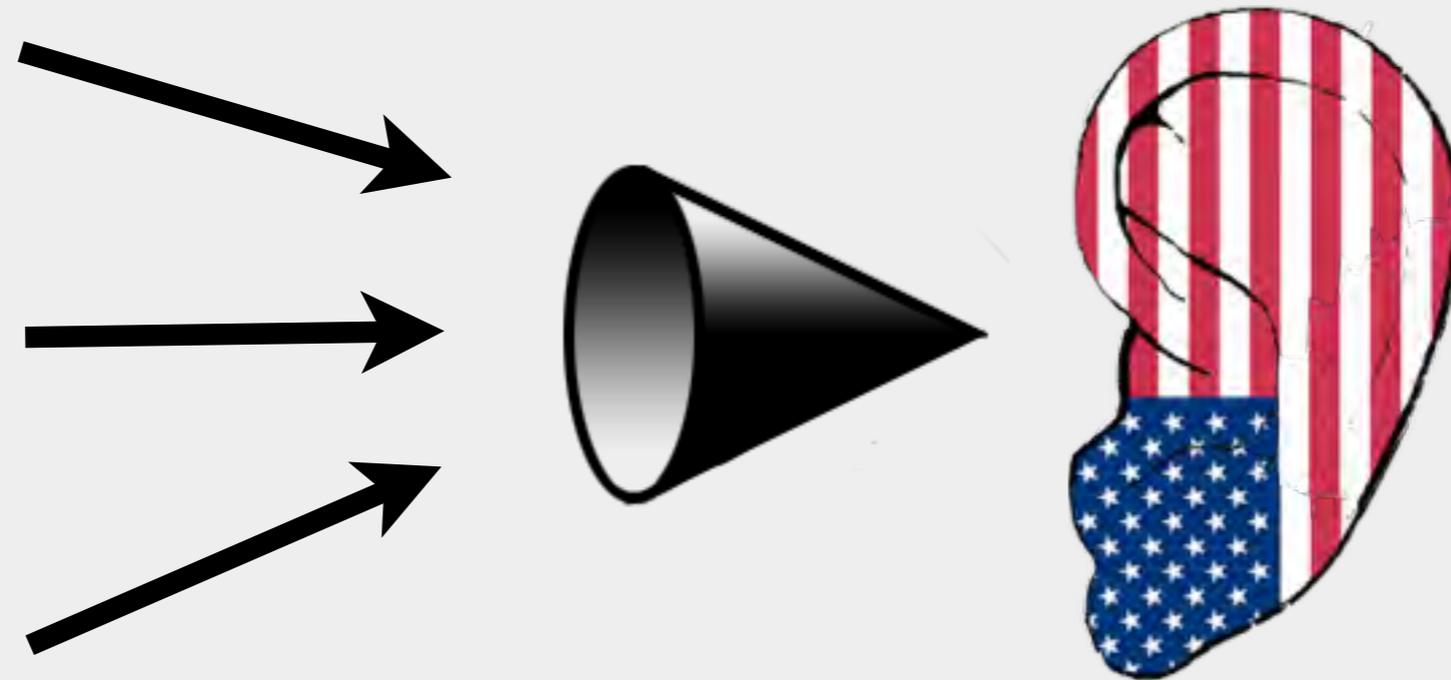
Gegenseitiges Verstehen = Schlüssel der  
erfolgreichen Kommunikation

# The key to successful communication and mutual understanding



**Willkommen beim Abenteuer die Welt mit  
den Augen des Anderen zu sehen!**

# Mutually shared Cultural Values





# Martin Luther King

I have a dream!



# Barack Obama

**Yes we can!**

# What made the USA, the USA?



68 million Germans emigrated



# The passage



# Ellis Island



# Oregon Trail - 1844

„It takes three generations to make an American“



# American No. One



**Vision**

Those who have visions, should see doctor!



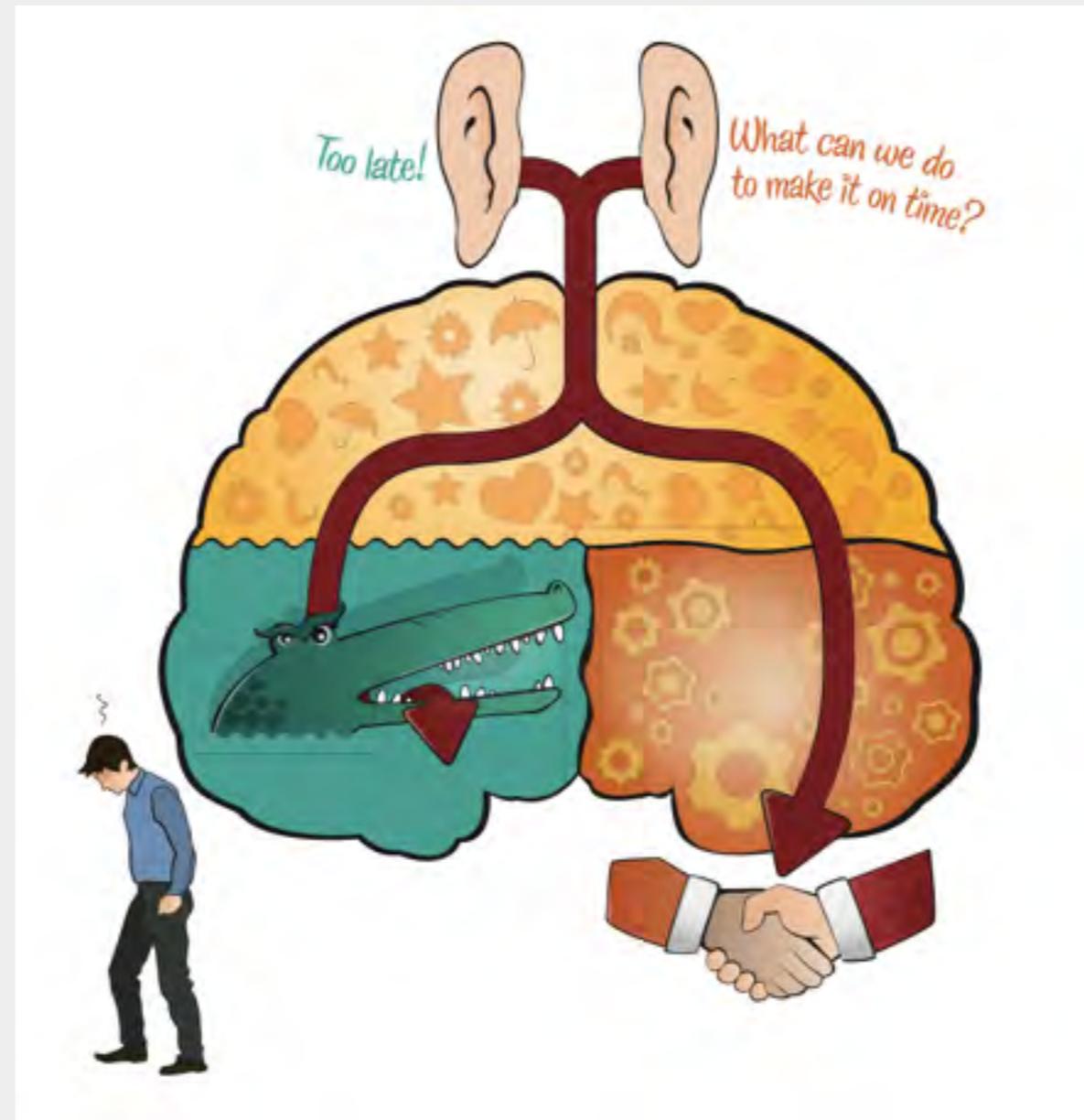
<http://www.motor.de/ressources/bilder/galerie/helmut.jpg>

# American No. One



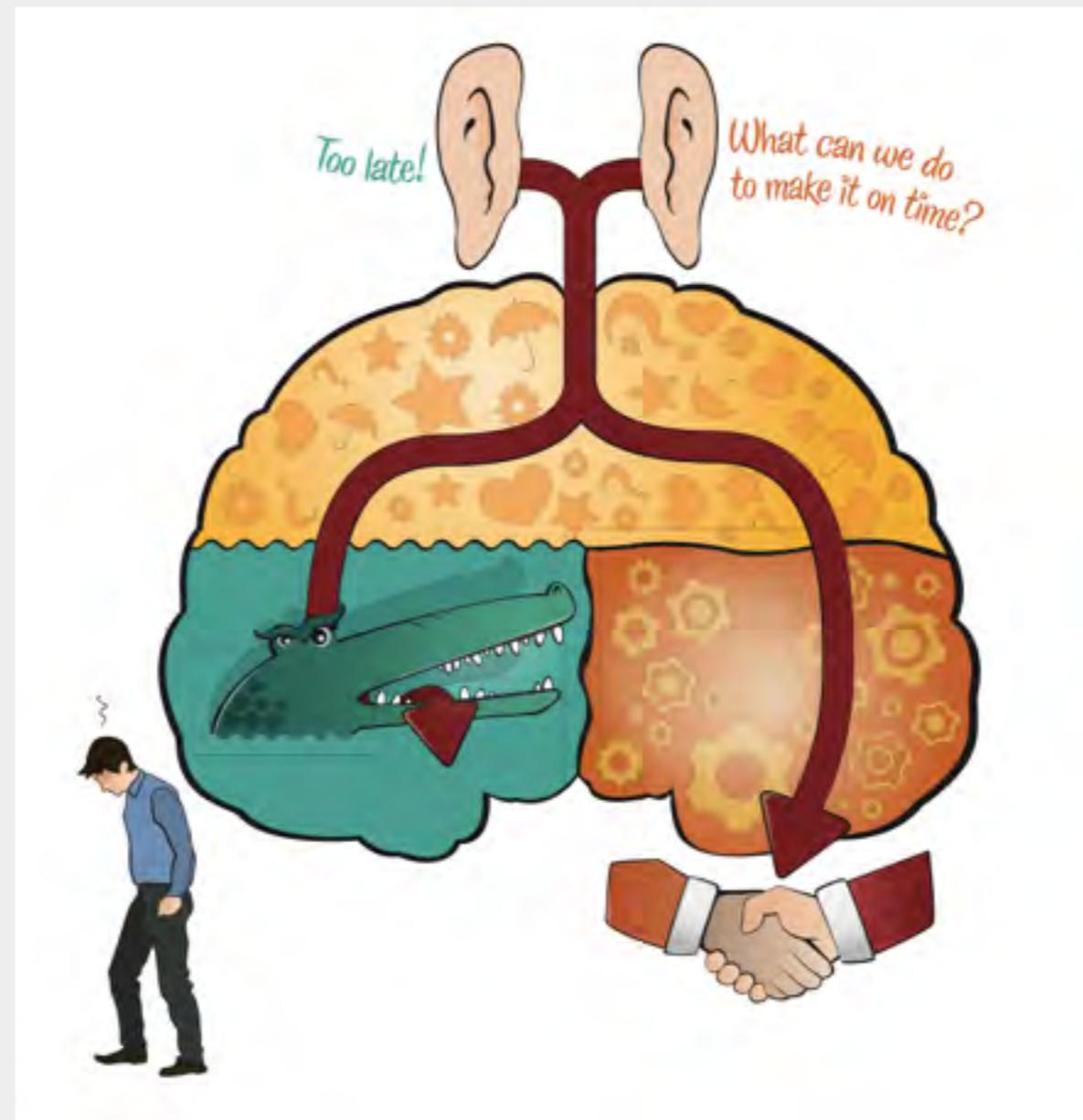
**Vision**

## English Code Lernziel Nr. 1:



Gegenseitiges Verstehen = Schlüssel der  
erfolgreichen Kommunikation

# The key to successful communication and mutual understanding



# Roi soleil:



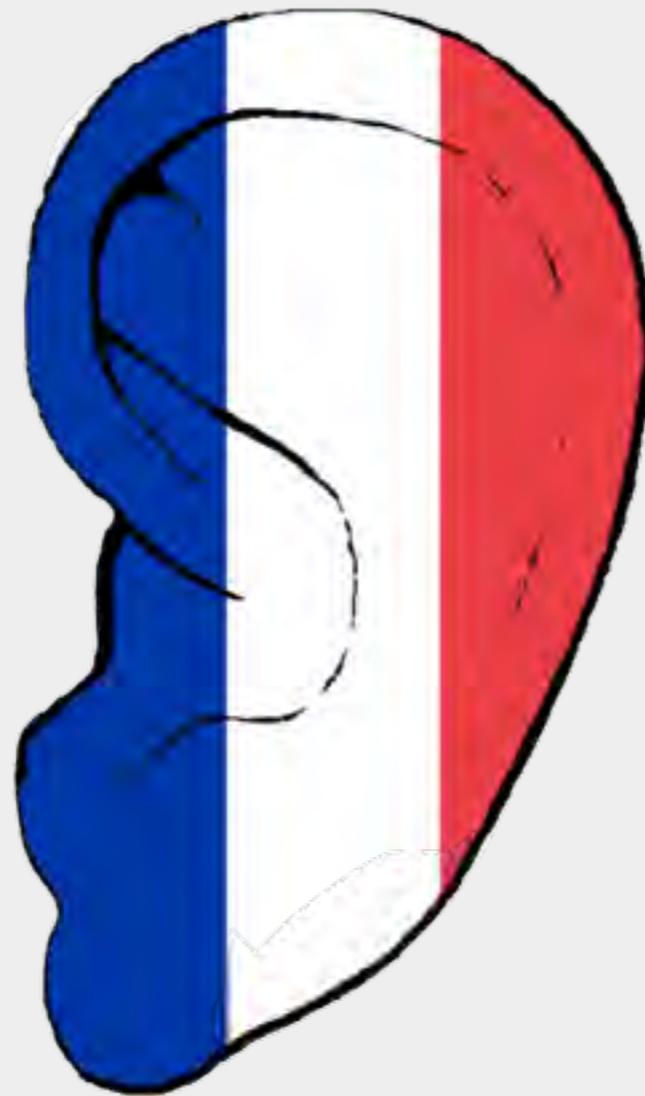
Quelle: [http://apisegs.de/wp-content/uploads/2011/05/Ludwig\\_XIV.jpg](http://apisegs.de/wp-content/uploads/2011/05/Ludwig_XIV.jpg)

# Versailles



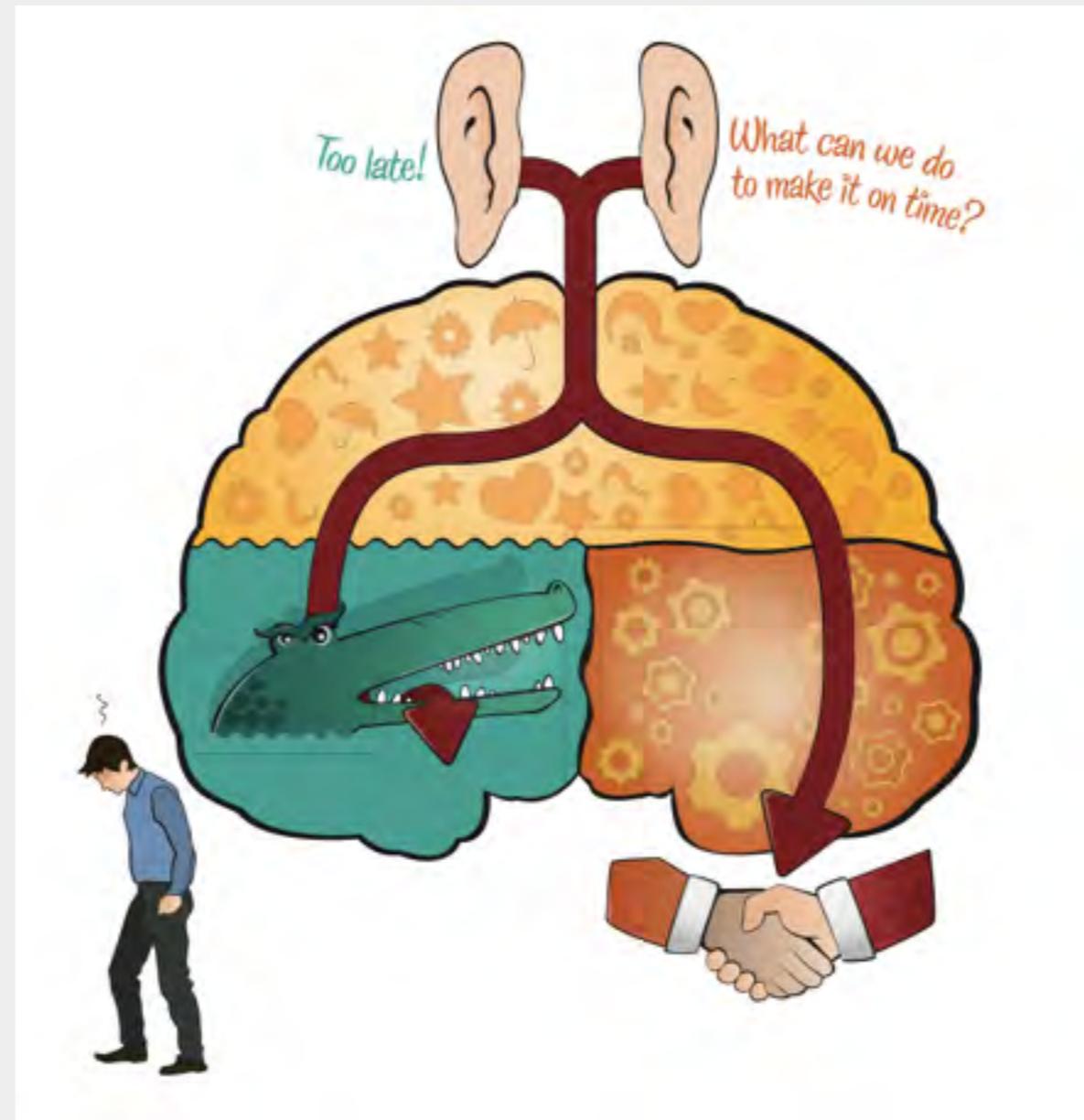
Quelle: <http://www.zeres.de/wp-content/uploads/2011/03/versailles.jpg>

## French No. One



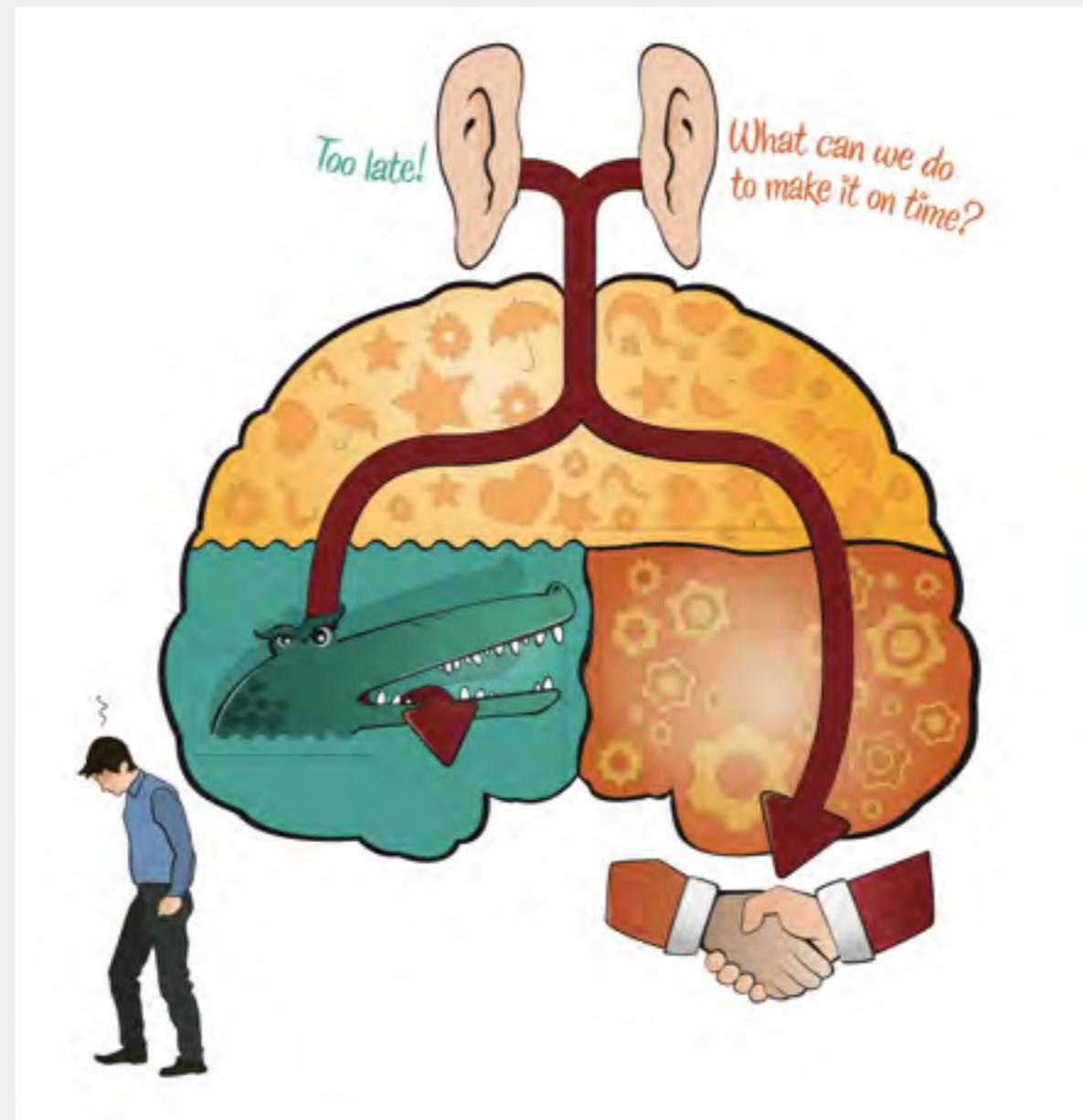
**Plaisanterie  
D'être belle**

## English Code Lernziel Nr. 1:

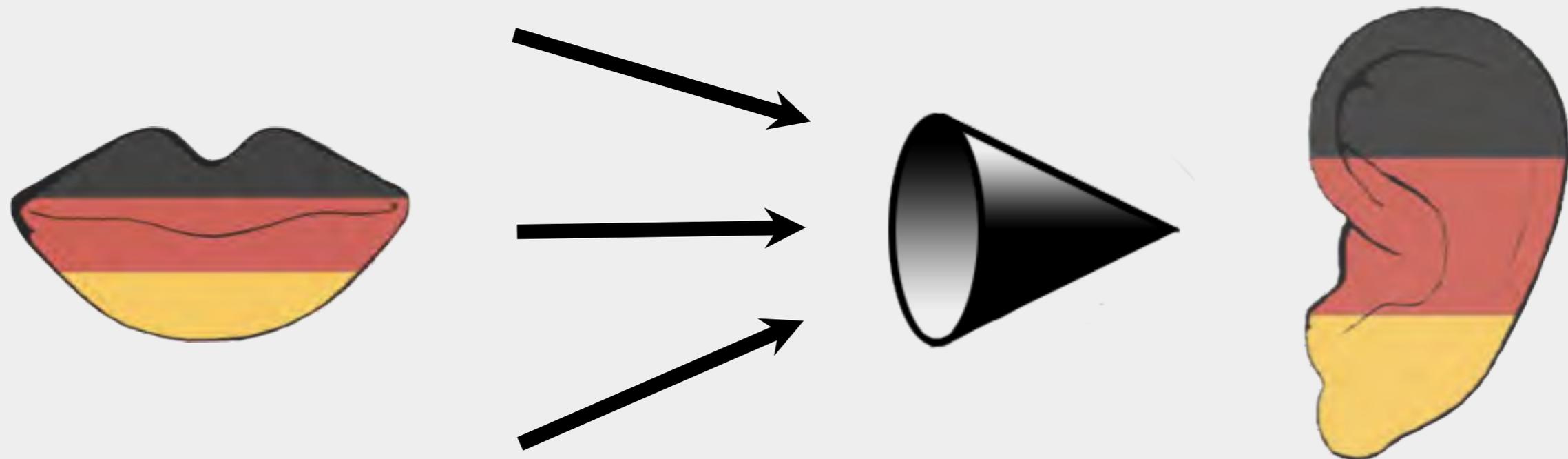


Gegenseitiges Verstehen = Schlüssel der  
erfolgreichen Kommunikation

# The key to successful communication and mutual understanding



# How were the German patterns developed?



Karte der Reichskreise  
des Heiligen Römischen Reiches (ca. 1512)



Reichskreise	
<span style="color: #8B873E;">■</span>	Bayrischer
<span style="color: #3CB371;">■</span>	Burgundischer
<span style="color: #6A5ACD;">■</span>	Frankischer
<span style="color: #A08080;">■</span>	Kurhessischer
<span style="color: #FFDAB9;">■</span>	Niederländischer
<span style="color: #FF8C00;">■</span>	Westfälischer
<span style="color: #4682B4;">■</span>	Oberrheinischer
<span style="color: #FF69B4;">■</span>	Oberbayerischer
<span style="color: #FFD700;">■</span>	Ostbayerischer
<span style="color: #FFA500;">■</span>	Schwäbischer
<span style="color: #FFFFFF;">■</span>	Freies

Quelle: [http://upload.wikimedia.org/wikipedia/commons/thumb/3/35/Imperial\\_Circles-2005-10-15-de.png/330px-Imperial\\_Circles-2005-10-15-de.png](http://upload.wikimedia.org/wikipedia/commons/thumb/3/35/Imperial_Circles-2005-10-15-de.png/330px-Imperial_Circles-2005-10-15-de.png)

# The Holy Roman empire of German Nation



# Der Kaiser



Not God-given, but elected

# Versailles - Roi soleil:



Quelle: <http://www.zeres.de/wp-content/uploads/2011/03/versailles.jpg>



Quelle: [http://apisegs.de/wp-content/uploads/551/05/Ludwig\\_XIV.jpg](http://apisegs.de/wp-content/uploads/551/05/Ludwig_XIV.jpg)

Travelling emperor:

Precise logistics -  
Detailed planning

Strategy -  
solution orientation

Non-negotiable structures



# The Thirty Year's War...

## Diminished the German population by 40%. (1618-1648)



Quelle: [http://upload.wikimedia.org/wikipedia/commons/thumb/f/fe/The\\_Hanging\\_by\\_Jacques\\_Callot.jpg/440px-The\\_Hanging\\_by\\_Jacques\\_Callot.jpg](http://upload.wikimedia.org/wikipedia/commons/thumb/f/fe/The_Hanging_by_Jacques_Callot.jpg/440px-The_Hanging_by_Jacques_Callot.jpg)



Quelle: <http://www.spiegel.de/img/0,1020,1108948,00.jpg>

Unique language situation  
(worldwide)

Gentry has spoken French

Academics have spoken Latin

The people have spoken German

# German Engineering



Quelle: <http://carroslujos.galeon.com/bmw.jpg>



Quelle: [http://media2.auto.de/product\\_images/64/Porsche-Panamera.jpg](http://media2.auto.de/product_images/64/Porsche-Panamera.jpg)



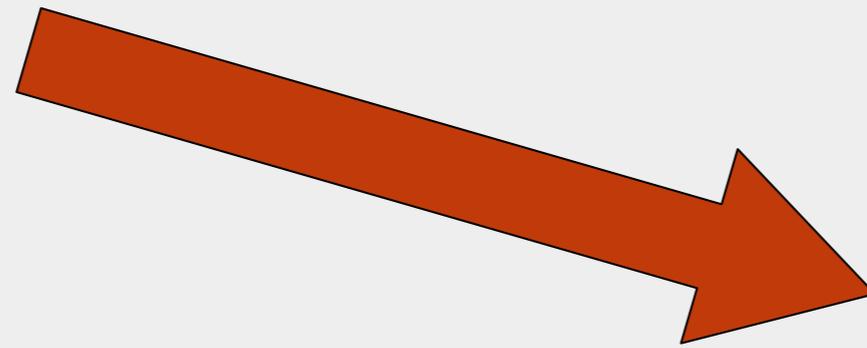
Quelle: [http://www.speedheads.de/artikelbilder/2009/Mercedes\\_SLS\\_AMG\\_12.jpg](http://www.speedheads.de/artikelbilder/2009/Mercedes_SLS_AMG_12.jpg)

# Work meticulously - Say it how it is - Continuous optimisation





From “Say it how it is” to



“How can we best achieve our goals” (win win)





Just because I don't say what I see...  
Does not mean I am blind...

It does not mean I need you to be my eyes...





It just means that I have deliberately  
chosen not to say what I see...



Just because I don't say how things really are...

Does not mean I don't understand...

It does not mean I need you to be my eyes...

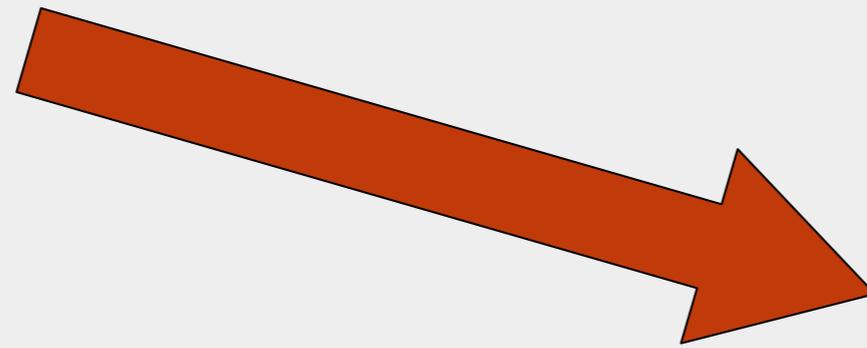




It just means that I have deliberately  
chosen not to say what I see...



From “Say it how it is” to



“How can we best achieve our goals” (win win)





...Nepotism,  
Mismanagement,  
sometimes corruption. This must  
change...

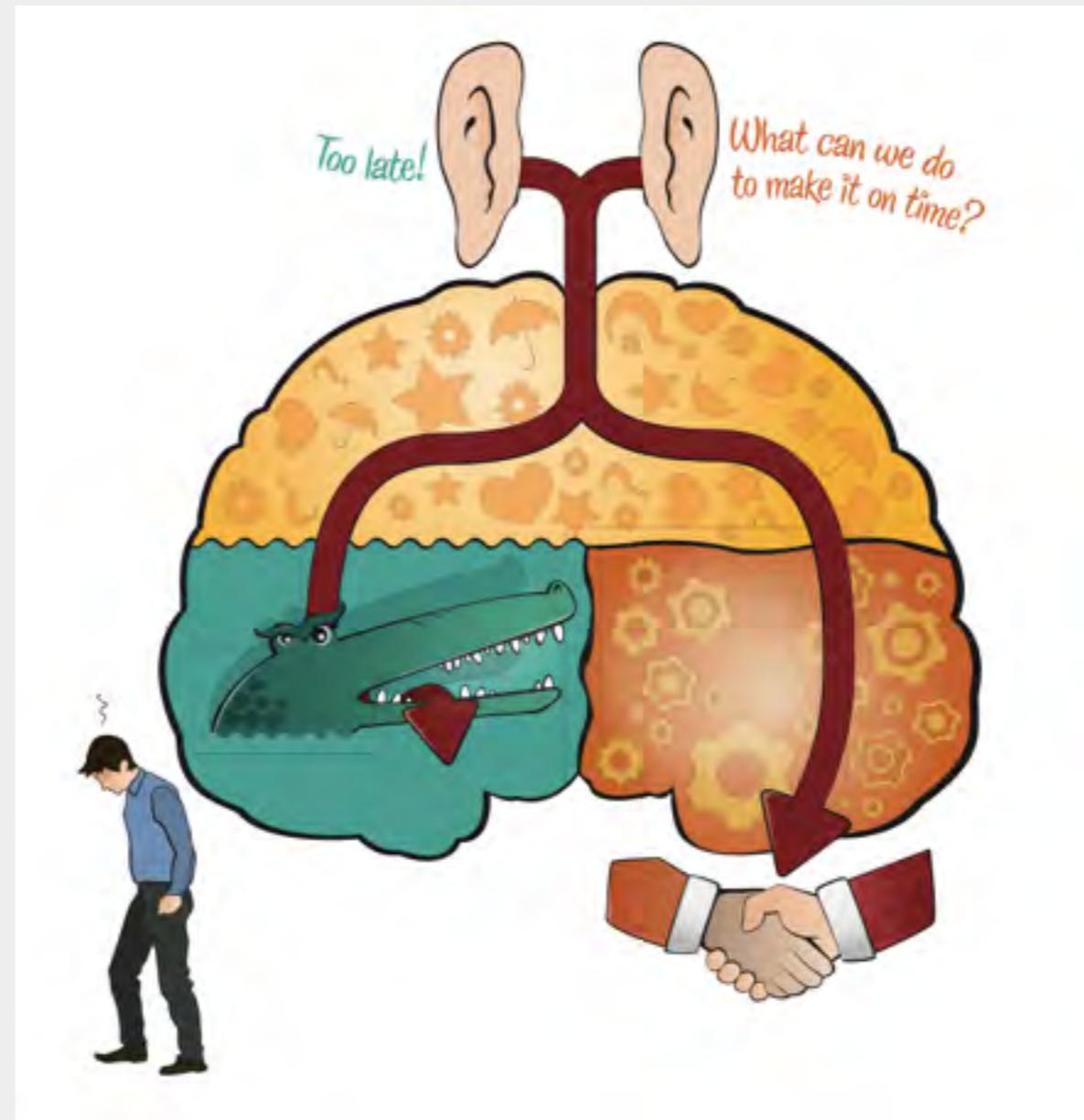


**You are corrupt !**



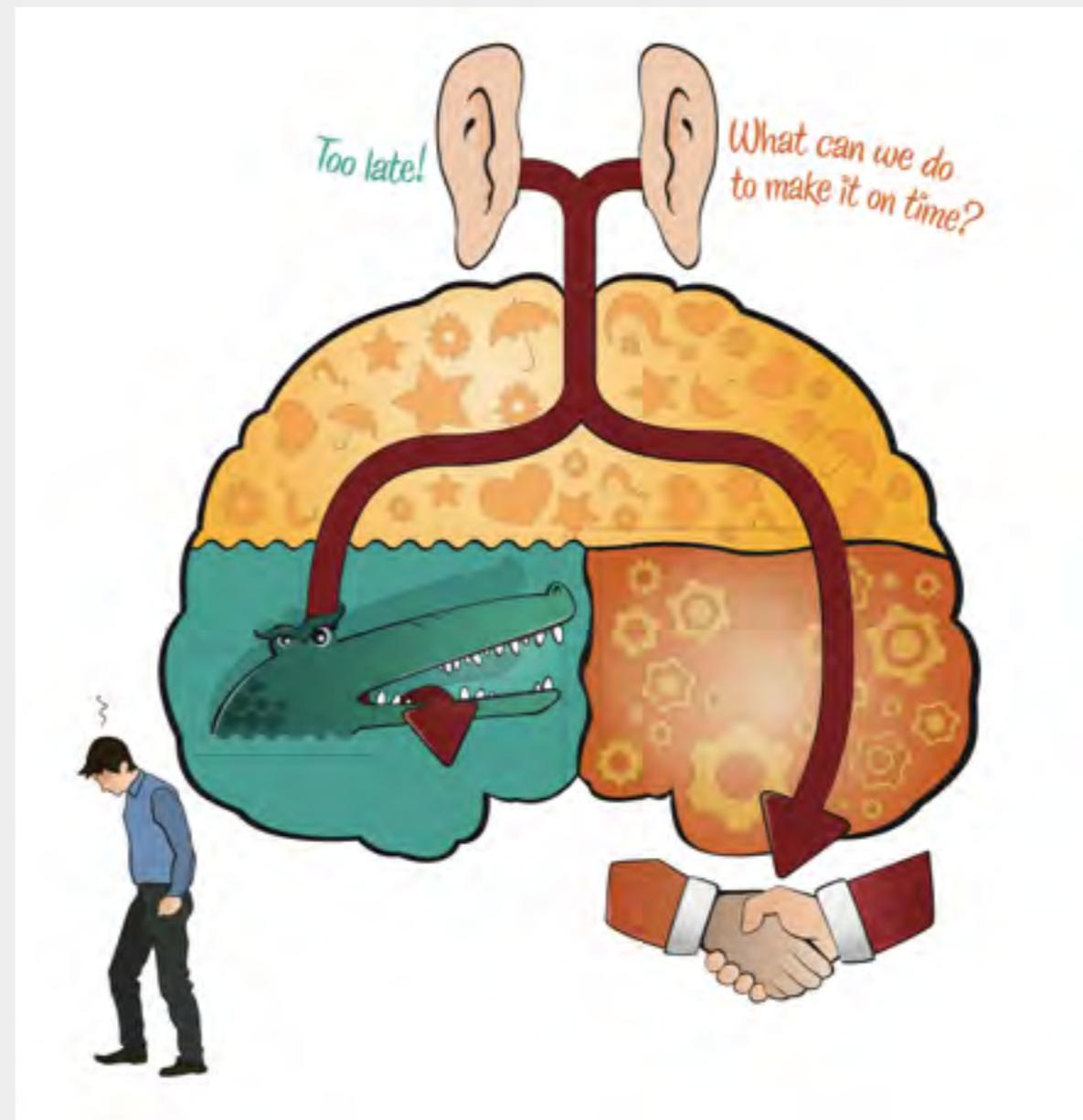
Why don't we sit down together  
- and find solutions on how to  
deal with old privileges

## English Code Lernziel Nr. 1:



Gegenseitiges Verstehen = Schlüssel der  
erfolgreichen Kommunikation

# The key to successful communication and mutual understanding



# Smalltalk ?





Honest?  
Efficient?  
Good reason?



No?



STRESS!

Change your words,  
Change your world!



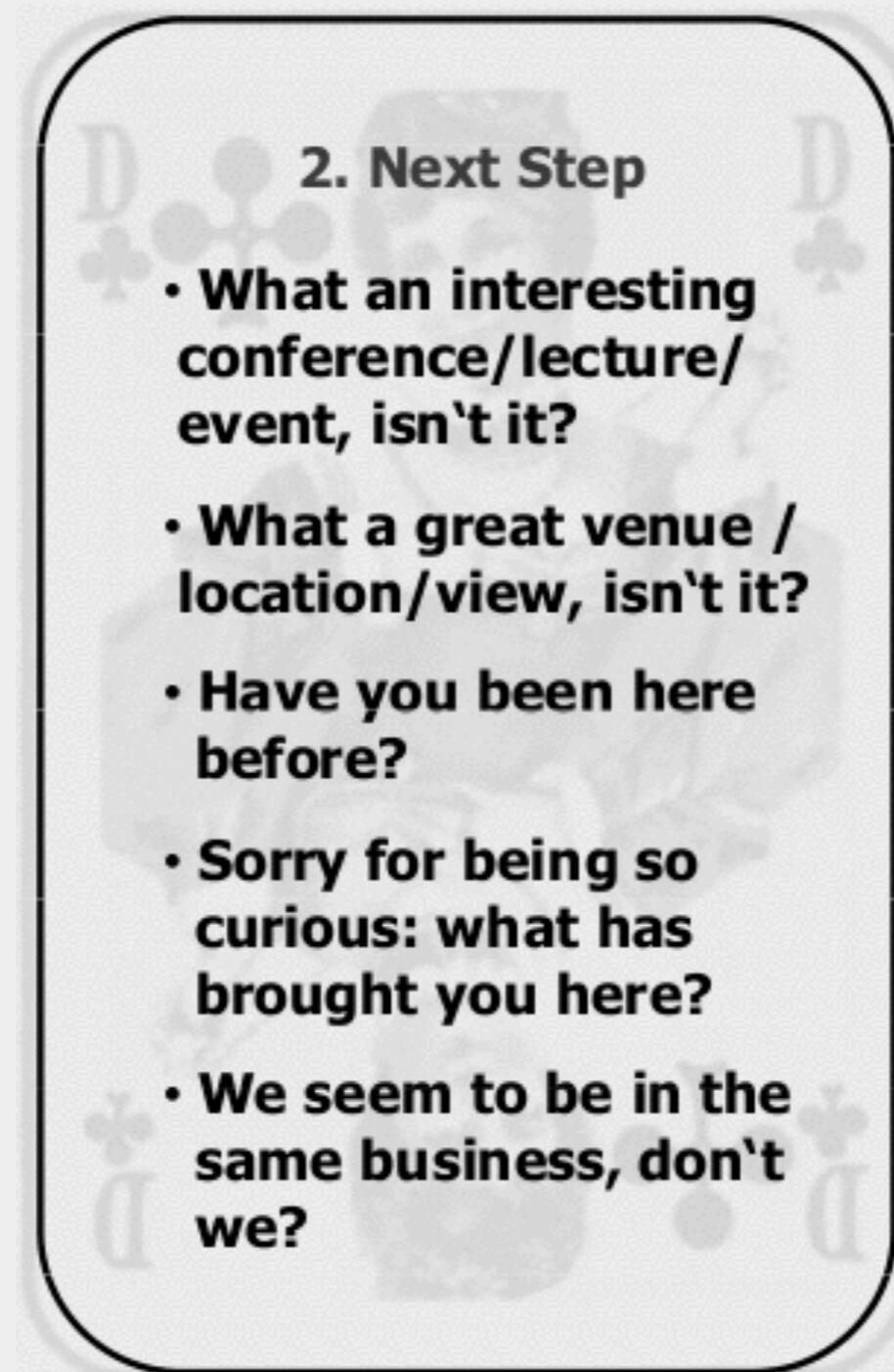
In sync?

Historical origin:  
Language class-levelling

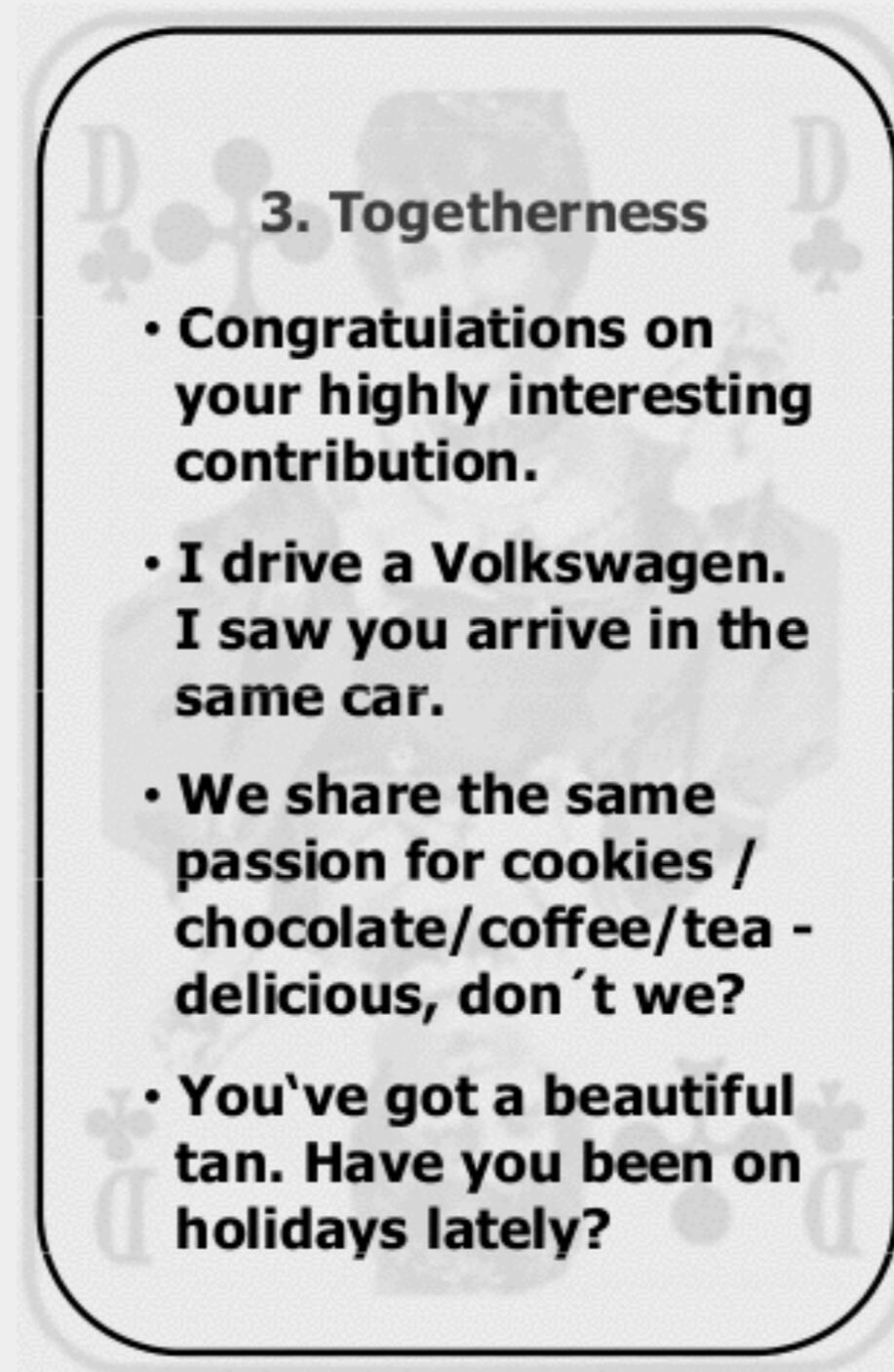
# Smalltalk ?



# English Code Lerninhalte



# English Code Lerninhalte



**3. Togetherness**

- **Congratulations on your highly interesting contribution.**
- **I drive a Volkswagen. I saw you arrive in the same car.**
- **We share the same passion for cookies / chocolate/coffee/tea - delicious, don't we?**
- **You've got a beautiful tan. Have you been on holidays lately?**

# English Code Lerninhalte

## 4. Saying Good-bye

- **It has been such a pleasure talking to you.**
- **Oh, here is John. Have you ever met him? He's... May I introduce you...**
- **It's so very enjoyable talking to you. Why don't we keep in touch?**
- **You are such an interesting person to talk to. I'd so much love to continue our conversation at another point.**

Was verleiht meinen Tanzschritten  
den wahren Schliff?

**Floskeln!**



„Ich bedauere sehr, aber ich befürchte, Frau Kilian ist nicht da.“



I'm terribly sorry,  
I am afraid Miss Kilian is not in.

**Change your words,  
Change your world!**

# From flowers of speech to aces

# English Code Lerninhalte

Apologies-apologies

A



- **I´m terribly sorry,  
I am afraid he/she is  
not in.**
- **I beg your pardon for  
my English, I`m still  
working on it.**
- **I´m so sorry you had  
to put up with the  
delayed train/flight.**

# Walk to Canossa

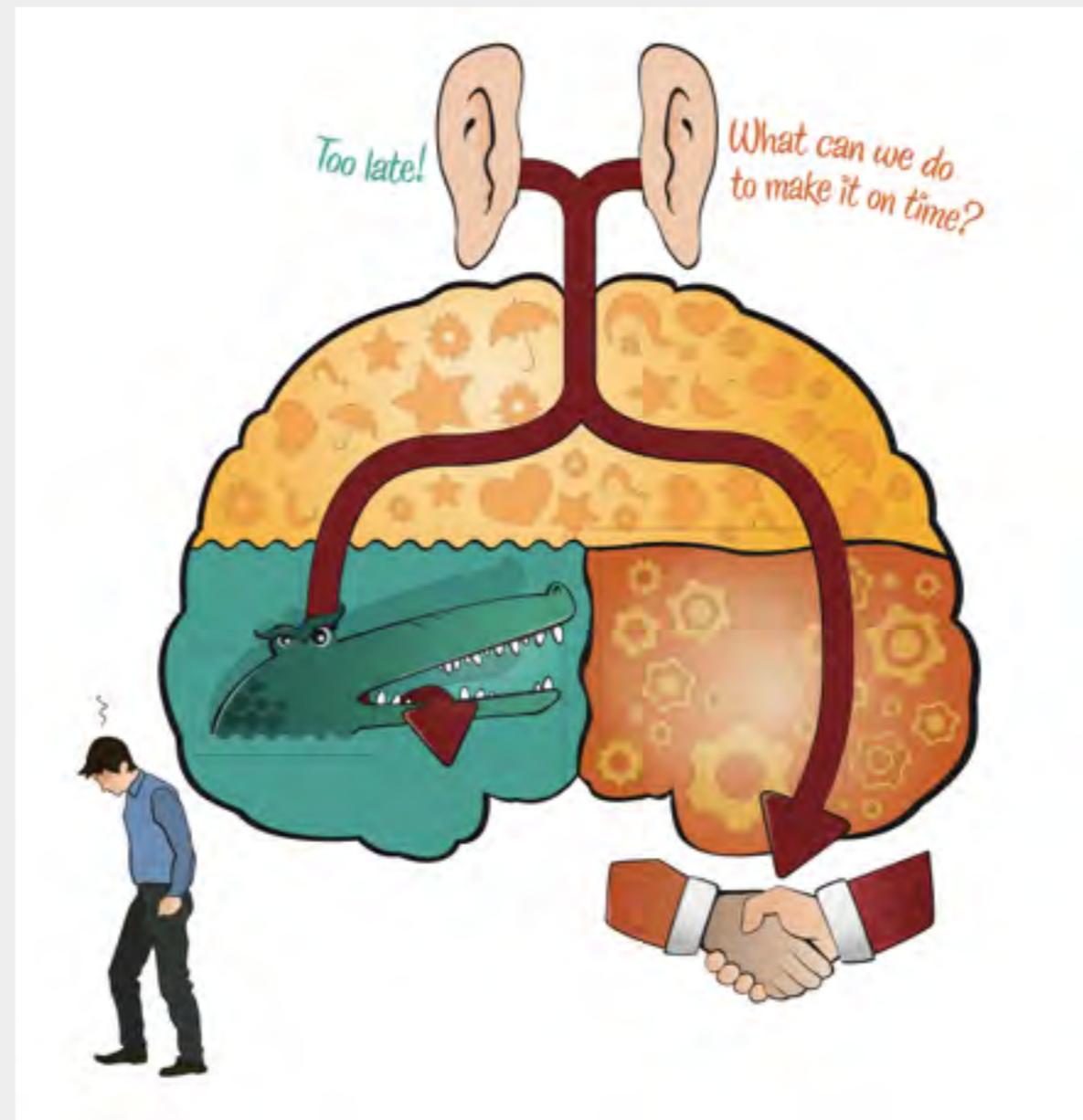


Quelle: <http://www.another-view-on-history.de/images/heinrich-canossa2.jpg>



**I beg your pardon  
for my English,  
I'm still working on it.**

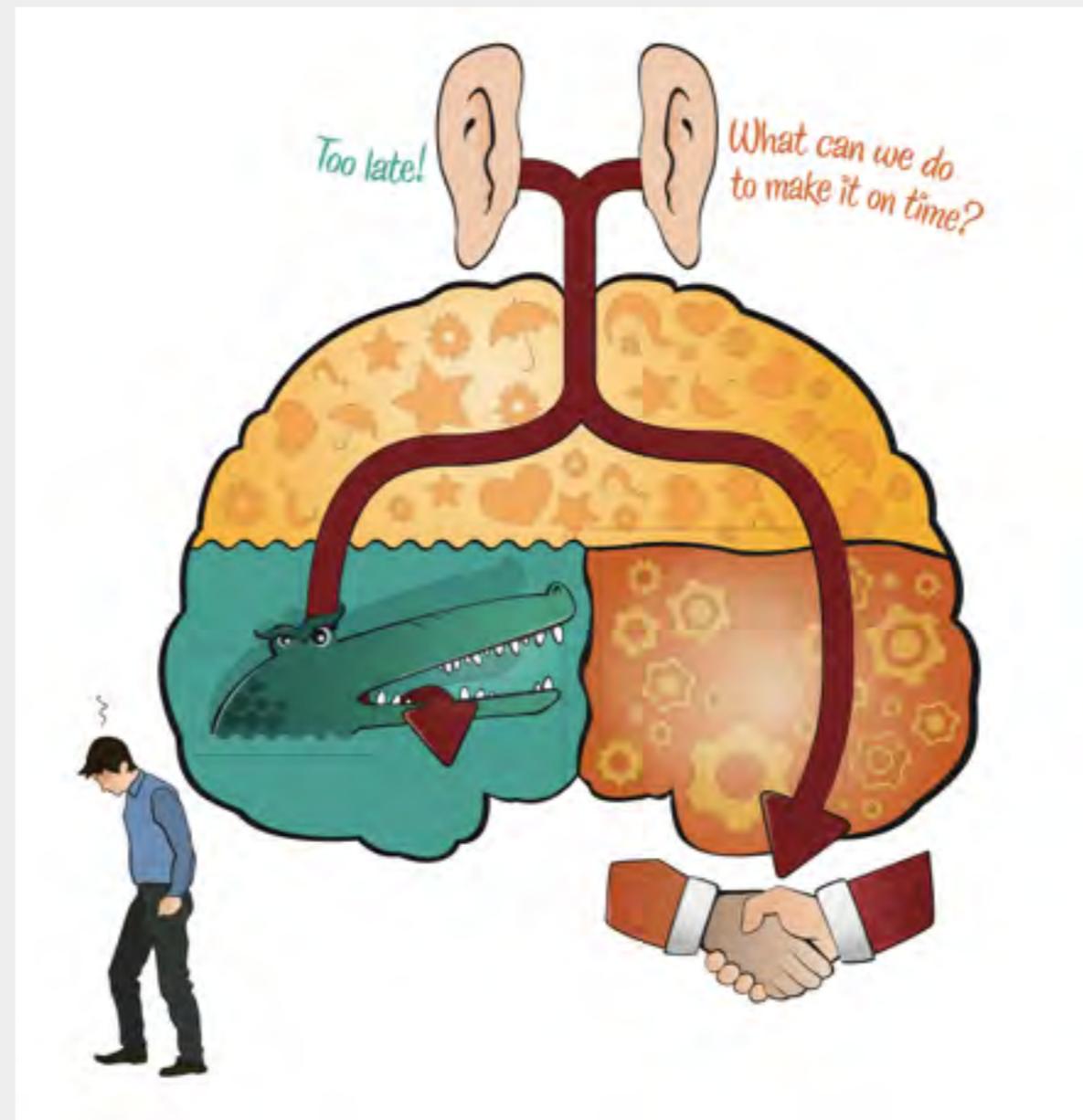
# The key to successful communication and mutual understanding





**I'm so sorry  
you had to put up  
with the delayed train/flight.**

# The key to successful communication and mutual understanding





**Because we live in a world of  
„Aussagesätze“ -  
Clauses of statements**





**Sign here!**

**Take this!**

**Come tomorrow!**

**You are not allowed...**

**The best of the best!**



**We will meet in London!**



**Shall we meet in London?**



**I want to...**



**May I...?**

# English Code Lerninhalte

Yes, you can!  
Can't you ???



- **May** you help me please?
- **Should** we postpone our meeting?
- **Haven't** we achieved a lot?
- **Isn't** that what I am responsible for?
- **Is** is that OK with you?

Thanks,  
you made my day !



- Thank you so very much for reminding me
- Thank you so much for mentioning that
- Thanks for your highly appreciated support
- Thank you so very much for your attention



**Wouldn't you say that you are a  
fantastic audience?**

**Und zum Schluss für unsere  
chinesischen Kollegen**

你好!

Guten Tag!

再见!

Auf Wiedersehen!

谢谢!

Danke!

**Why don't we show the world how  
beautiful we are?**

**[www.english-code.de](http://www.english-code.de)  
Seminare - Vorträge - Coaching**