

Circulator

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Taiwanese Employee Develops Cross-Cultural Awareness

According to Dick Yu, a Taiwanese employee on temporary assignment in Corporate financial planning and business analysis, when people apply for jobs in Asia, modesty is the best policy. Here in the United States, the opposite is true. So when



Dick Yu

he was interviewed by Honeywell's top financial executives for his current job in Corporate financial planning and business analysis, he used an unusual tactic to get hired: He had his college colleagues tell the group on videotape why they should hire him. To lighten the mood, Yu pretended to hand his classmates money after they finished speaking.

That combination of creativity and humor, along with his technical expertise, is what helped Yu land his job at Honeywell. Now, Yu is being molded to eventually hold a position in Asia.

But since Yu plans to be here for a few more years, he said it's important to develop cross-cultural awareness with those he works with. To do that, he recently held a

lunch meeting with his department to help them understand the differences between Western and Eastern cultures.

He talked about Asia's demographics including its large population, cheap cost of labor and fast economic growth. He said China holds more than a quarter of the world's population and is experiencing a double digit growth rate.

Doing business in Asia is largely dependent on relationships, Yu said. He said Asians need to trust their business partners. Establishing that trust, Yu said, may take years. He added that cold-calling in Asia is difficult. Establishing business relationships usually depends on having contacts.

Yu gave his impression of Americans with his characteristic humorous flair. He said Americans impressed him as being independent, aggressive, individualistic, diversified, willing to give and take praise, less family-oriented than Asians, willing to help strangers, better talkers than listeners and able to separate business from social life better than Asians. He added everything in the United States is open for debate. "That's probably why you have so many lawyers," he said with a laugh. CHRISTINA DESMARAIS ■