Tool 24: Ground rules for communication in a multinational and long-distance environment

Communication in a multinational (and long-distance) partnership is crucial for the success of a cross-border collaboration project. Observing the following simple rules may help to ensure the smooth functioning of such communication.

Ground rules for communication in a multinational and long-distance environment
✓ Use simple, clear language that is easy for non-native speakers to understand.
✓ Be as specific as possible – vague messages can be interpreted in different ways and can easily lead to confusion or conflicts.
✓ When using technology, ensure that all partners have technical access/capacity and the skills to use these tools without creating extra work for them.
✓ Encourage open/honest communication and feedback.
✓ Respect one another as professionals.
✓ Support one another and provide help when needed.
✓ Listen to feedback and ideas.
✓ Provide the opportunity to ask questions at any time.
✓ Share information, expertise, skills etc. within the team.
✓ Encourage pro-active participation of all members in the team.
✓ Take an open-minded/constructive approach to conflicts.
✓ Do not forget to inform also indirectly involved parties in partner organisations, i.e. persons outside the project team

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