

Press Clipping

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'Outsourcing has more aspects than language'

Our Bureau

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One of the greatest mistakes companies make when they outsource to India is the assumption that language (English) is no barrier here. They forget the fact that the English language spoken here can be completely different from the way it is in the UK or Canada, says Ms Heather Robinson, Founder and Principal Consultant, Success Across Borders – a company providing training and organisation development to companies working across cultures.

"Outsourcing is not simply about English language, but involves other aspects such as building international teams through developing cultural general and cultural specific skills," she emphasises.

STRIKE A BALANCE

Ms Robinson, who has worked with clients such as Daimler-Chrysler, Porsche, Nokia, PepsiCo and Boeing among others, is a member of the governing council of SIETAR (The Society for Intercultural Training and Research). She feels companies either remain too distant and refuse to imbibe local cultures or enthusiastically go so local that they lose their identity. "They need to find a balance between the two situations and this is where intercultural consultants can help."

SIETAR, which is organising a three-day international conference on sharing cultures and competence on collaboration, in Bangalore from August 17-19 will have intercultural practitioners from across the world presenting papers on the subject.

"The ability to communicate, collaborate and create across cultural difference is being recognised as a critical professional, personal and societal competence for this century," she said.