

LES LANGUES FONT NOS AFFAIRES !

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- LES ENTREPRISES SONT PLUS PERFORMANTES GRACE A UNE CONNAISSANCE ACCRUE DES LANGUES.
- IL EST IMPOSSIBLE DE VIVRE ET DE TRAVAILLER ENSEMBLE SANS SE COMPRENDRE DANS UNE EUROPE QUI ENCOURAGE LA DIVERSITÉ.
- LA MAITRISE DES LANGUES PERMET L'OUVERTURE ET LA TOLÉRANCE, ELLE OUVRE LES PORTES DE NOUVEAUX MARCHÉS ET OFFRE DE NOUVELLES OPPORTUNITÉS COMMERCIALES.

UN MONDE QUI BOUGE ...

- LE MARCHÉ DU TRAVAIL SE MONDIALISE.
- L' ANGLAIS CONSERVERA SON ROLE DOMINANT DANS LE MONDE DES AFFAIRES MAIS LA CONNAISSANCE D'AUTRES LANGUES FERA LA DIFFÉRENCE ET APPORTERA UN AVANTAGE CONCURRENTIEL.
- NOTRE ÉCONOMIE INDUSTRIELLE SE TRANSFORME PEU A PEU EN ÉCONOMIE DE CONNAISSANCES → :
 - COMMUNICATION MULTILANGUE NÉCESSAIRE
 - CRÉATION DE CROISSANCE ET D'EMPLOIS.

- UNE BONNE « COM », C'EST UN PROBLÈME RÉSOLU RAPIDEMENT, DES RETARDS ÉVITÉS.
- UNE « COM » DIRECTE : C'EST UN ATOUT AUTANT QUE LES VENTES ET LE MARKETING.

UNE STRATEGIE D'ENTREPRISE DEVRAIT :

- DRESSER L'INVENTAIRE DES COMPÉTENCES LINGUISTIQUES,
- DÉFINIR LES COMPÉTENCES LINGUISTIQUES DES SALARIÉS EN FONCTION DE LEURS TACHES ET RESPONSABILITÉS,
- APPLIQUER UNE STRATÉGIE « GESTION DES LANGUES » QUI PASSENT PAR LA FORMATION, L'EMBAUCHE DE NATIFS (TEMPORAIRES OU PERMANENTS), LA MOBILITE INTERNATIONALE, ETC.

L'APPRENTISSAGE DES LANGUES

- L'AGE N'EST PAS UN OBSTACLE !
- IL FAUT SAVOIR OSER, SE LANCER,
- FAIRE DES PHRASES COURTES (15 MOTS),
- DÉFINIR SES BESOINS :
 - COMPRÉHENSION / EXPRESSION
 - ORAL / ECRIT
- PERSONNALISER SON PARCOURS DE FORMATION,
- LES ANTÉCÉDANTS,
- RESPECTER LE BON RYTHME !

Echelle globale du CECR

Utilisateur	Expérimenté	Indépendant	Élémentaire
Utilisateur Expérimenté	<p>C 2 240 H</p> <p>Peut comprendre sans effort pratiquement tout ce qu'il/elle lit ou entend. Peut restituer faits et arguments de diverses sources écrites et orales en les résumant de façon cohérente. Peut s'exprimer spontanément, très couramment et de façon précise et peut rendre distinctes de fines nuances de sens en rapport avec des sujets complexes.</p>	<p>C 1 240 H</p> <p>Peut comprendre une grande gamme de textes longs et exigeants, ainsi que saisir des significations implicites. Peut s'exprimer spontanément et couramment sans trop apparemment devoir chercher ses mots. Peut utiliser la langue de façon efficace et souple dans sa vie sociale, professionnelle ou académique. Peut s'exprimer sur des sujets complexes de façon claire et bien structurée et manifester son contrôle des outils d'organisation, d'articulation et de cohésion du discours.</p>	
	<p>B 2 240 H</p> <p>Peut comprendre le contenu essentiel de sujets concrets ou abstraits dans un texte complexe, y compris une discussion technique dans sa spécialité. Peut communiquer avec un degré de spontanéité et d'aisance tel qu'une conversation avec un locuteur natif ne comportant de tension ni pour l'un ni pour l'autre. Peut s'exprimer de façon claire et détaillée sur une grande gamme de sujets, émettre un avis sur un sujet d'actualité et exposer les avantages et les inconvénients de différentes possibilités.</p>	<p>B 1 180 H</p> <p>Peut comprendre les points essentiels quand un langage clair et standard est utilisé et s'il s'agit de choses familières dans le travail, à l'école, dans les loisirs, etc. Peut se débrouiller dans la plupart des situations rencontrées en voyage dans une région où la langue cible est parlée. Peut produire un discours simple et cohérent sur des sujets familiers et dans ses domaines d'intérêt. Peut raconter un événement, une expérience ou un rêve, décrire un espoir ou un but et exposer brièvement des raisons ou explications pour un projet ou une idée.</p>	
Utilisateur Élémentaire	<p>A 2 120 H</p> <p>Peut comprendre des phrases isolées et des expressions fréquemment utilisées en relation avec des domaines immédiats de priorité (par exemple, informations personnelles et familiales simples, achats, environnement proche, travail). Peut communiquer lors de tâches simples et habituelles ne demandant qu'un échange d'informations simples et direct sur des sujets familiers et habituels. Peut décrire avec des moyens simples sa formation, son environnement immédiat et évoquer des sujets qui correspondent à des besoins immédiats.</p>	<p>A 1* 120 H</p> <p>Peut comprendre et utiliser des expressions familières et quotidiennes ainsi que des énoncés très simples qui visent à satisfaire des besoins concrets. Peut se présenter ou présenter quelqu'un et poser à une personne des questions la concernant - par exemple, sur son lieu d'habitation, ses relations, ce qui lui appartient, etc. - et peut répondre au même type de questions. Peut communiquer de façon simple si l'interlocuteur parle lentement et distinctement et se montre coopératif.</p>	

* Le degré A 1 inclut les personnes n'ayant aucune connaissance.

LES LANGUES FOURNISSENT
LES CLÉS DES CULTURES
QU'ELLES REPRÉSENTENT.

What are cultural misunderstandings

- We rely on our cultural values and beliefs to understand, make sense and judge the world around us
- If we associate with people from the same culture, we share the same expectations and there are few surprises
- If we interact with other cultures, we still use our values to anticipate behaviour which are can be wrong; surprises do occur
- Misunderstanding can be increased with cultures where we expect or believe there are similarities

Advantages to overcoming cultural misunderstandings

To *have the upper hand* over your competitors

To gain confidence dealing with foreign counterparts

- To avoid negative consequences or unpleasant situations from a misunderstanding
- To foster and strengthen good relations
- To better anticipate situations and prepare for them
- To close the deal

American (and French) Idioms

A window to understanding a
culture

Time is money

Do you use this idiom?

What does it mean?

Is there a French equivalent?

If translated, is the meaning lost in translation?

Where does it come from?

Time is Money

How do YOU react? What's your feeling about this American phrase?

- Does this evoke a positive reaction? Are you OK with this?
- Neutral? But prefer it wasn't true?
 - Do you agree but regret that it's now part of the French (and global) business culture?
- Or can't stand it?
 - Do you *turn up your nose*, explaining it to be yet another American business phrase?

Do Americans and the French have the **same relation** to this phrase?

Remember, time is money

*Benjamin Franklin, one of the Founding Fathers of the
United States of America*

Outline

- Why study a culture's idioms?
- Overview of America's origins
- Examination of some American idioms
 - Work, action, money, and business
 - Sports and business language
- Examination of French idioms
 - Love for food, animals
- Exercises:
 - Translatable? Which images/vocabulary are used?
- Impact on American/French management styles

Why Idioms

What are idioms, sayings and proverbs

- Every culture has its own proverbs and idioms; we use them without thinking yet we seem to understand their meaning without knowing where they come from
- They are rooted in a culture's history
- They reflect and represent a nation's cultural values and beliefs
- They guide and assist to make sense of the world

Questions to consider

- Do cultures share the same idioms?
- Which idioms are directly translatable?
- Are the meanings the same?
- Is the vocabulary or images the same?

Why examine idioms

- A new way to understand a different culture
- Greater understanding of a foreign culture reduces cultural misunderstanding and unpleasant situations
- Stereotypes are replaced by knowledge
- In business, this translates into strengthened relations with foreign counterparts, better preparation and ultimately having the *upper hand* over competitors

New World = New Man

What was America in the 18th century?

- New World = land of opportunities; new man; living/real experiment in civilisation; Age of Enlightenment
- Physical separation from Old World = cultural/social rupture from Old World tradition, heritage, class structure
- Americans were pioneers and innovators; too busy surviving, they needed innovation and pragmatic tools to survive
- Distrust for elitism and intellects associated to class structures and the Old World
- There was no time to think; action/doing was preferred over reflection; America needed inventors not philosophers
- Life was in constant movement; i.e. changes = improvement
- Risk-taking and entrepreneurism was encouraged
- All changes and anything new = a good

The more, the better

What is the Protestant work ethic?

- Work brings you closer to God
- The more you work, the more capital you collect
- Amassing and stocking capital is a good
- Publicly displaying your capital is a good = a visible sign of value and righteousness

Work, work, work

A culture of work and doing

The devil finds work in idle hands

God helps those who help themselves

“Everything comes to him who hustles while he waits”, *Thomas Edison*

Let's do lunch

How are you doing?

Hard work is rewarded by success

It is as if all America were but one gigantic workshop, over the entrance there is the blazing inscription, “No admission here, except on business”. *Francis J. Grund, 1836*

Money, money, money

To have a good run for one's money (to have a long period of success)

To give you a run for your money (to be very good at something)

Money talks

Put your money where your mouth is

Darling, you look like a million bucks (dollars)

I feel like a million dollars

Action

Action and doing are privileged over thinking and intellectual activities

Shoot first, ask questions later

Actions speaks louder than words

Talk is cheap

He can talk the talk, but can he walk the walk? (to support one's talk with action)

“Well done is better than well said”, *Benjamin Franklin*

Practice makes perfect

Those you can, do; those who can't teach

Build it, they will come

You learn from your mistakes; you won't learn unless you take risks

Failure is more frequently from a lack of energy than a lack of capital, *Daniel Webster, 1782-1852*

Pay attention?

And not *make attention*?

- To pay a compliment
- To pay back-handed/ left-handed compliment (to give someone a false compliment disguised as an insult) I think he gave me a ***back-handed compliment!*** I'd prefer he'd just come straight and tell me what he really thinks!
- To pay someone a visit/a call on someone (to visit someone) The Director ***paid a visit*** to the team yesterday.
- To pay lip service (to express support, loyalty insincerely) You don't respect him so why are you ***paying lip service*** to him?

Business

Mind your own business! (stop prying into someone else's affairs)

Let's ***get down to business***

I was ***going about my business***, when..;
just go on about your own business! (to do what one normally does)

You have ***no business*** doing that

I ***mean business*** (to be earnest)

Straightforward = Honesty = Equality

He's a straight shooter

Honesty's the best policy

Speak your mind

To set you straight on something; to get the facts straight;
to be straightforward

He's a regular guy – he doesn't lord over you; he doesn't
pull rank

Say what you mean and mean what you say

Sports + Business

Hunting:

- To bark up the wrong tree; I think that you're **barking up the wrong tree** by asking Jim for help. He doesn't know anything about investing.
- To be a long shot; We could submit a bid to buy out the company but I think that it's **a long shot**.

Cards

- Across the board; Budget cuts were made **across the board**.
- To have the upper hand; By learning some basic Chinese, you'll **have the upper hand** over your competitors
- To pass the buck (to avoid responsibility by passing it someone else); Direction is **passing the buck** to its sales people for the companies poor results
- The buck stops here, *U.S. President Harry S. Truman* (to have the final decision)

Sports + Business

Baseball

- To bat around (ideas, opinions); The political party **batted around** some ideas about how they could regain voter confidence.
- To be out in left field; You're completely **out in left field** to think the company will nominate a female CEO.
- To go to bat for someone; When I asked for a salary increase, my boss **went to bat for me** at the Executive meeting
- To be off base; We were way **off base** in our financial forecast
- To take a rain check; Can I **take a rain check** on lunch today? Let's do lunch next week instead
- To be on the ball; Luckily my colleague was **on the ball** during the meeting as I was feeling **under the weather**.

Pioneer Idioms

Keep your nose to the grindstone (to keep working hard)

Dead as a door nail (to be dead, with no chance for recovery)

Jump on the bandwagon (to do what everybody else is doing, whatever is popular)

Fall off the wagon (to start drinking alcohol again, especially in great quantities)

Close, but no cigar (nearly achieving success, but not quite)

French idioms

How the French love their food!

Rouler quelqu'un dans la farine

Ne pas être dans son assiette

Avoir la pêche

La fin des haricots

Avoir/prendre de la bouteille

Ca ne mange pas de pain

Raisonner comme une casserole

Hint for Americans: Never get down to business till dessert

French idioms 2

Poser un lapin

Etre le dindon de la farce

Payer en monnaie de singe

Faire le pied de grue

Un ours mal léché

Translatable?

French

Il faut appeler un chat un chat.....(cards)

Faire choux blanc.....(lottery)

Retomber comme un soufflé....(cards)

En faire tout un plat....(business)

English

The game's over.... (cuisine)

To mind one's own business....(cuisine)

To have your cake and eat it too...(cuisine)

Business styles

FRENCH MANAGER

- principle-minded, deductive reasoning
- thinks circuitously
- distrusts simplicity
- avoids uncertainty
- tends to overcomplicate
- feels Americans don't give full, sophisticated answers
- prefers a priori, logical arguments
- failure is personal
- bankruptcy is a stigma

U.S. MANAGER

- fact-orientated, inductive reasoning
- thinks linearly
- distrusts complexity
- takes risks
- tends to simplify
- feels the French never give straightforward replies
- experiments with reality; trial & error
- failure is impersonal
- bankruptcy is impersonal