





Bridging Differences

Japan and the United States are arguably among the most polar opposite cultures on the planet.

Historical, demographic and cultural differences all directly impact how people communicate, conduct business and build relationships.

	JAPAN	↔	U.S.	
	Ancient	↔	Young	
	Steeped in Tradition / Rituals	↔	Constant Cultural Work in Progress	
	Homogeneous (98% Japanese)	↔	Melting Pot	
	Group-Based	↔	Focus on Individualism	
	Hierarchical / Feudal Origins	↔	Egalitarian / Democratic Origins	
	Strict Social Code	↔	Loose and Various Social Codes	
	Focus on Harmony / Consensus	↔	Discord Tolerated	
	Low Risk Tolerance	↔	High Risk Tolerance	
	Indirect Communication	↔	Direct Communication	
	Thrives on Predictability / Order	↔	Thrives on "Thinking Outside the Box"	

When these two cultures intersect, the potential for cultural misunderstandings is as large as the seas that separate them... ***and more costly than you might imagine.***

The good news?

With some strategic preparation, you can lay the foundation for bridging these differences and for engaging in a successful and mutually rewarding relationship.

Allow us to help you build those bridges.

That's what we do.

And we love doing it.

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