



Cultural briefing – United Kingdom:

Crossing the cultural pond

Our client

GE Healthcare is a truly global business, employing over 46,000 people in more than 100 countries. A \$17 billion unit of General Electric Company, it has its headquarters in the United Kingdom.

The business provides transformational medical technologies and services that are shaping a new age of patient care, delivering a broad range of products and services which enable healthcare providers to better diagnose and treat cancer, heart disease, neurological diseases and other conditions earlier.

The brief

When a high-profile marketing position became available in the UK, GE Healthcare assigned the best person to the role. The incoming candidate was based with the business in the USA and therefore needed to relocate themselves, spouse and 3 children to the UK with as little disruption to work and home life as possible.

Although she had experience of living and working in countries other than the USA, the appointee had not previously worked in the UK and had a number of concerns relating to the relocation. As someone who enjoys a full and varied range of interests outside of work, she was keen to settle quickly into a social life in the UK.

Her new role has a multi-cultural dimension which includes reporting to a French national as well as undertaking extensive business trips with colleagues to areas including, Europe, the Far East and Middle East.

Solution

expatknowhow was supplied with a detailed profile on the individual, their family and the specific concerns they had regarding their relocation from the USA to the UK. Utilizing this intelligence, a bespoke cultural briefing was designed to meet and address all the needs identified.

The briefing was carried out over the telephone and covered an in-depth introduction to living and working in the UK. As well as incorporating the values and key themes shaping the behaviour of British nationals, particular attention was paid to specific areas of concern which included; business etiquette and protocol, schooling, driving in the UK and the difference between US and UK English. The briefing was also structured to include useful background information relating to the town where the family were to settle.

Outcome

The employee and her family are now adjusting to their new life in the UK – a process which has been a relatively painless experience, made much easier because of the **expatknowhow** briefing.

Feedback

“Thank you for a very helpful presentation and for giving me the benefit of your knowledge which will make settling in the UK so much easier. I do appreciate you sharing your email in case of future questions”.

Head of Marketing Operations, GE Healthcare

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