

europe

The *Meetings Around the World* study found that compared to their Asia-Pac (Australia, Hong Kong & Japan) and U.S. counterparts, Europeans (France, Germany & UK) have the highest desire to work in teams. As such, Europeans value real-time interaction, attending to language and cultural differences. They are less likely to choose to communicate by voice mail or e-mail when they can have a conversation. Europeans telecommute the least, but want it the most. And they are avid adopters of new technology.

For more information on the study, please visit <http://newscenter.verizon.com/kit/collaboration/>.

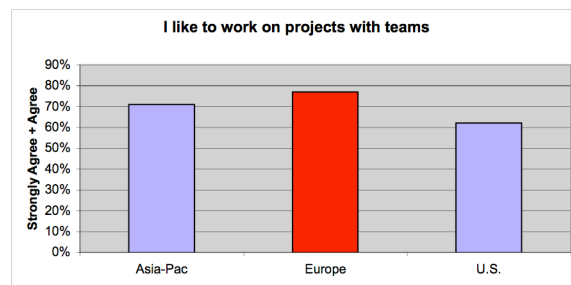
All percentages are based on responses listed as “Strongly Agree” + “Agree” unless otherwise noted. Ratios are based on “Strongly Agree” + “Agree” versus “Strongly Disagree + Disagree.”

Collaboration is a Team Effort

While all geographic groups preferred team approaches by a ratio of 10:1, Europeans led Asia-Pac and Americans in their preference to work in teams. Of all regions, Europeans liked working solo the least.

I like to work on projects with teams.
Asia-Pac 71%, **Europe 77%**, U.S. 62%

I enjoy working alone.
Asia-Pac 39%, **Europe 38%**, U.S. 51%



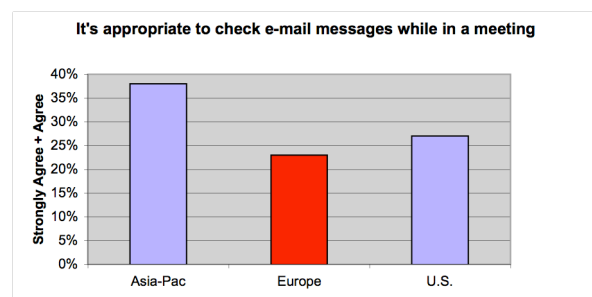
Proper Meeting Manners

Whether a meeting is held face-to-face or virtually, Europeans are more attentive to social interaction. They are less likely to check emails or multi-task during meetings. Despite a high desire for time when they don't want to be reached, Europeans are more likely to pick up the phone, rather than let a call go into voice mail when they are at their desk.

It's appropriate to check e-mail messages while in a meeting.
Asia-Pac 38%, **Europe 23%**, U.S. 27%

I enjoy multi-tasking while on a conference call.
Asia-Pac 45%, **Europe 33%**, U.S. 63%

There are times when I don't want to be reached.
Asia-Pac 66%, **Europe 73%**, U.S. 74%



It is irresponsible not to answer the phone.
Asia-Pac 53%, **Europe 56%**, U.S. 45%

I often send calls to voice mail or disconnect instant messaging so as not to be disturbed.
Asia-Pac 40%, **Europe 28%**, U.S. 34%

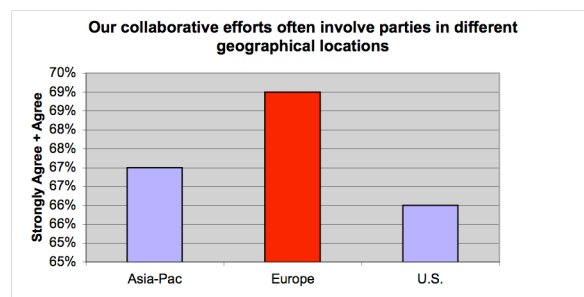
International Considerations

All three regions collaborate across geography. Far more than the other two regions, however, Europeans have the greatest concern about language translation in collaborative efforts. They rank evenly with Asia-Pac in their concern for cultural differences while collaborating.

Our collaborative efforts often involve parties in different geographical locations.
Asia-Pac 67%, **Europe 69%**, U.S. 66%

Language translation is an important consideration in our collaborative efforts.
Asia-Pac 39%, **Europe 49%**, U.S. 33%

Cultural differences are an important consideration in collaborative efforts.
Asia-Pac 51%, **Europe 50%**, U.S. 44%



Avid Adopters of New Technology

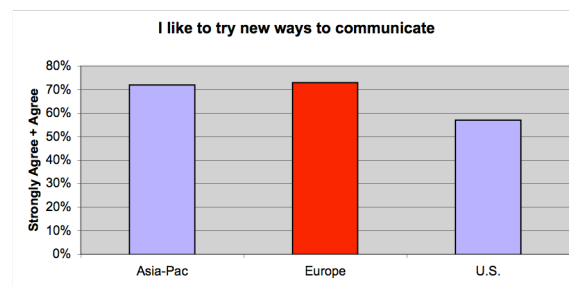
Europeans, more than professionals in the other regions, like to try new technologies and explore new ways to communicate. Although all three regions found learning new technology enjoyable, Europeans expressed even more positive attitudes than their counterparts.

I like to try new ways to communicate.
Asia-Pac 72%, **Europe 73%**, U.S. 57%

I'm usually among the first people to try new technologies.
Asia-Pac 56%, **Europe 65%**, U.S. 48%

Learning new technology is generally an enjoyable experience for me, not frustrating.
Asia-Pac 49%, **Europe 66%**, U.S. 60%

I'm the type of person who likes to try new gadgets.
Asia-Pac 73%, **Europe 73%**, U.S. 59%



Prefer Live Interaction

All regions agreed that traveling on business is an essential part of their business culture. But when communicating across geography, Europeans prefer to keep their interactions real-time or *synchronous*. They are more likely to believe that it is irresponsible not to answer the phone. They have a higher avoidance of sending a call to voice mail or disconnecting from IM so as not to be disturbed. They want callers to call back, rather than leave voice mail. At the same time, they have high agreement with other regions that conferencing is a good alternative to visiting face to face, and that the live interaction in conferencing encourages more creativity.

Traveling on business is an essential part of our business culture.

Asia-Pac 50%, **Europe 59%**, US 55%

It is irresponsible not to answer the phone.

Asia-Pac 53%, **Europe 56%**, U.S. 45%

If someone wants to reach me and I'm not there, just keep trying.

Asia-Pac 53%, **Europe 55%**, U.S. 32%

I often send calls to voice mail or disconnect instant messaging so as not to be disturbed.

(Disagree scores)

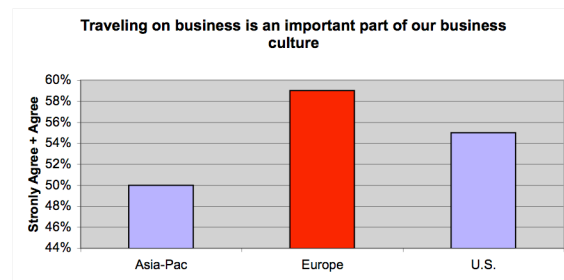
Asia-Pac 26%, **Europe 45%**, U.S. 36%

A conference (audio/web/video) is a good alternative to visiting face-to-face.

Asia-Pac 56%, **Europe 56%**, U.S. 57%

The ability to remote conference with colleagues encourages more creativity.

Asia-Pac 52%, **Europe 52%**, U.S. 46%



Europeans Telecommute Least; Want It Most

Although all regions reported the desire to work from anywhere, Europeans telecommute the least, but appear to want it the most. Europeans feel more creative in face-to-face interactions, but are finding conferencing a good alternative for live interaction. Although all three regions revealed strong positives about conferencing, Europeans were more likely to believe that conferencing reduced the need to travel for business, allowed a better balance between life and work, and gave them the freedom to control their time better.

Europe has the lowest number of daily telecommuters.

Asia-Pac 28%, **Europe 10%**, U.S. 25%

Europe has the least number of people that telecommute at least once a week.

Asia-Pac 12%, **Europe 8%**, U.S. 21%,

If it were possible, I would do most of my work from home (using the telephone, online services or other means).

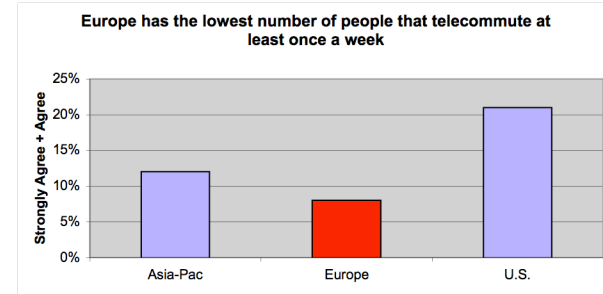
Asia-Pac 55%, **Europe 62%**, U.S. 56%

Conferencing and other communication technologies are reducing my need to travel for business.

Asia-Pac 59%, **Europe 62%**, U.S. 58%

I like having the ability to work anywhere (home, office, hotel room).

Asia-Pac 76%, **Europe 77%**, U.S. 74%



Communication technologies allow for better balance between life and work.

Asia-Pac 56%, **Europe 61%**, U.S. 57%

Communication technologies allow me the freedom to control my time better by being connected with work even when I'm away from my desk.

Asia-Pac 67%, **Europe 73%**, U.S. 68%

Asia-Pac, Europe and the U.S. Share Common Perceptions about Today's Global Business Environment

Globalization has impacted people all over the world. Despite cultural differences, business people in the Asia-Pac, Europe and U.S. regions share a common business environment. Competition is intense, and people lead very busy professional lives. Globally, nearly seven out of 10 must collaborate with people in different locations. Despite the distance that separates them, people in all three cultures in this study like to work on projects with teams.

1. Our collaborative efforts often involve parties in different geographic locations (Asia-Pac 67%, **Europe 69%**, U.S. 66%).
2. I lead a busy professional life (Asia-Pac 74%, **Europe 76%**, U.S. 72%).
3. Competition in our product area is cutthroat (Asia-Pac 67%, **Europe 54%**, U.S. 61%).
4. I like to work on projects with teams (Asia-Pac 71%, **Europe 77%**, U.S. 62%).