

# Finnish Business Culture and Experiences from Finnish-Polish Business Cooperation

SPCC Scandinavian SWOT

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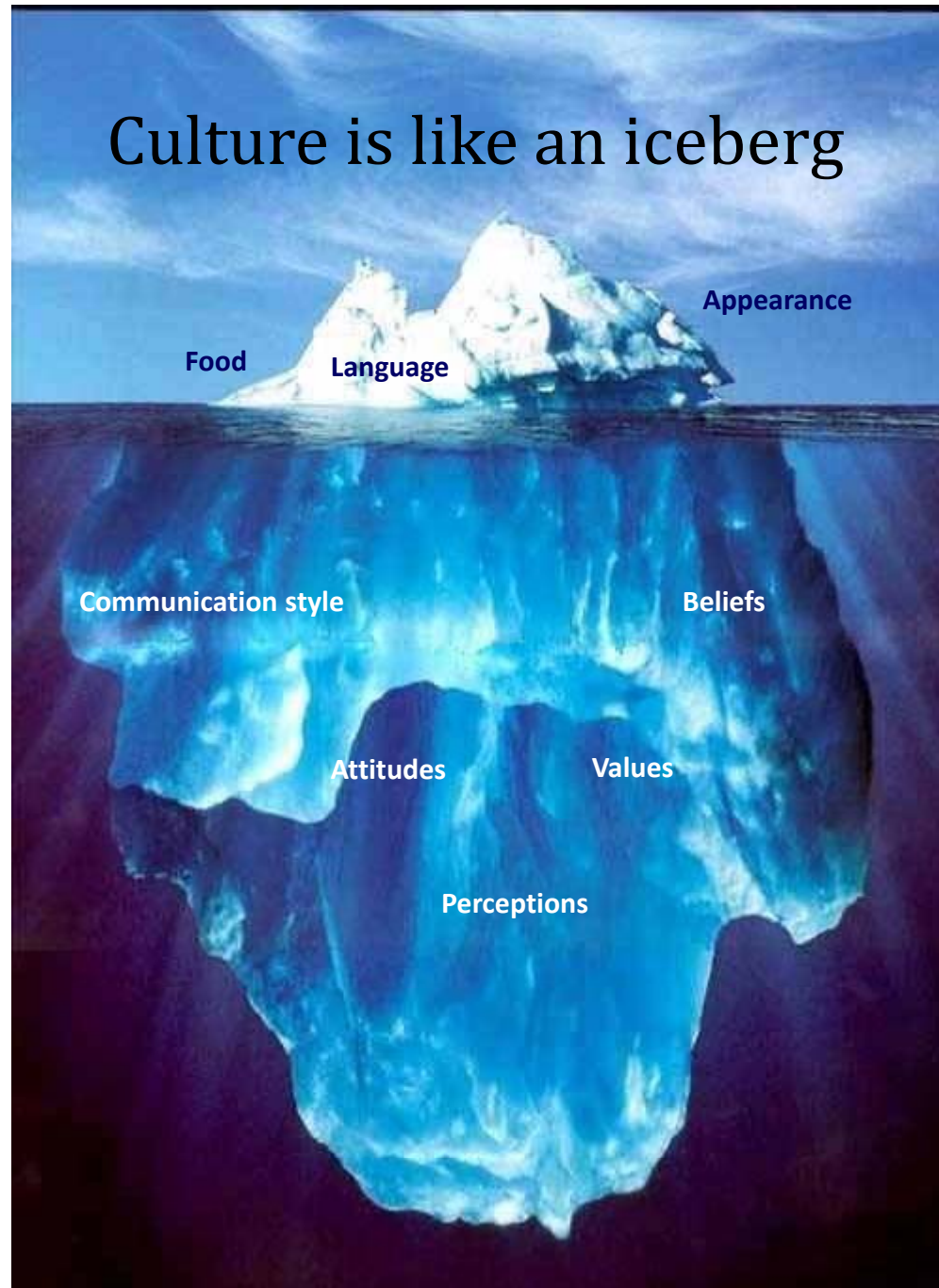
Cross-cultural integration  
Team building  
Executive coaching

'Change is inevitable but personal growth is a choice.'

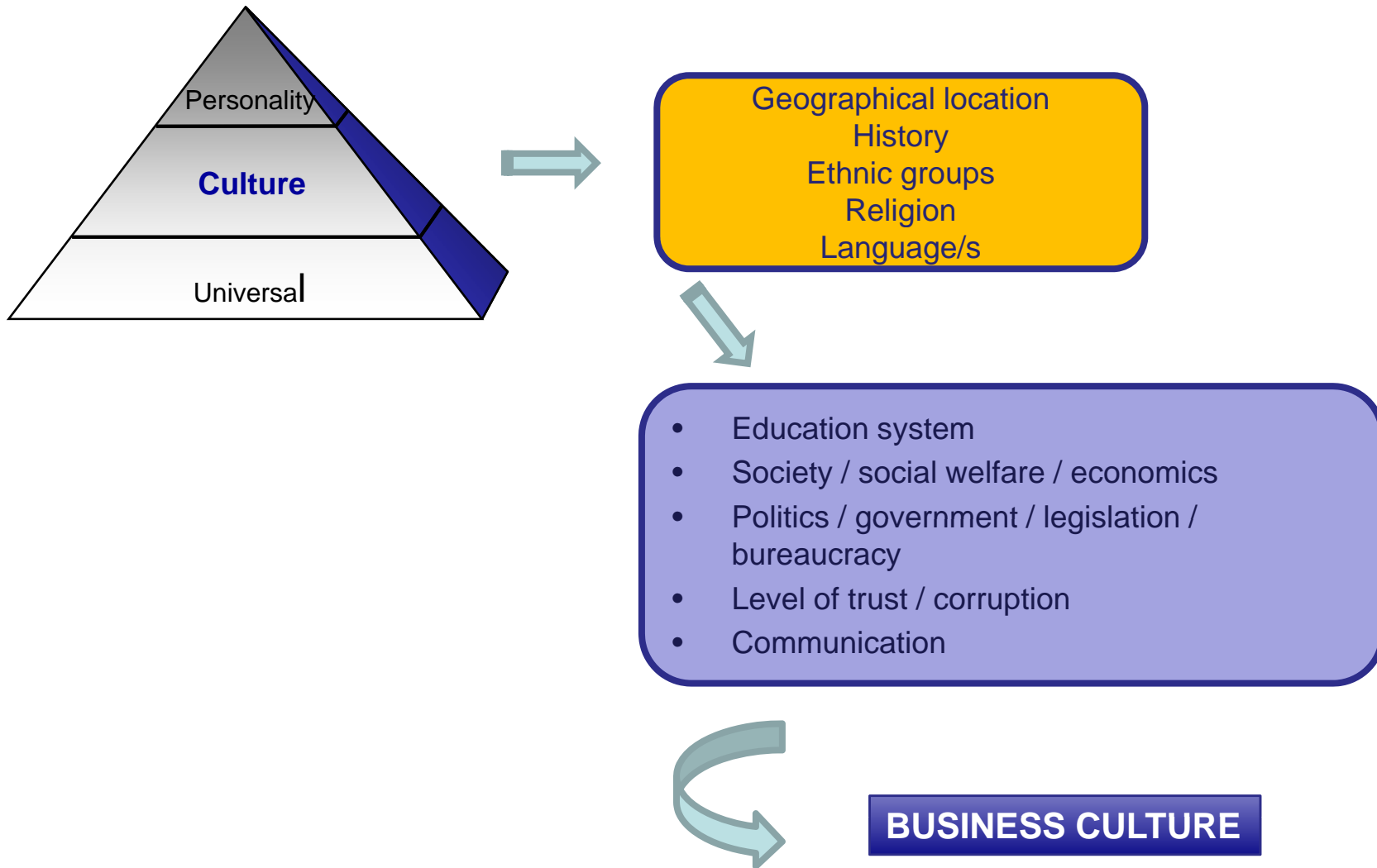


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# Culture is like an iceberg



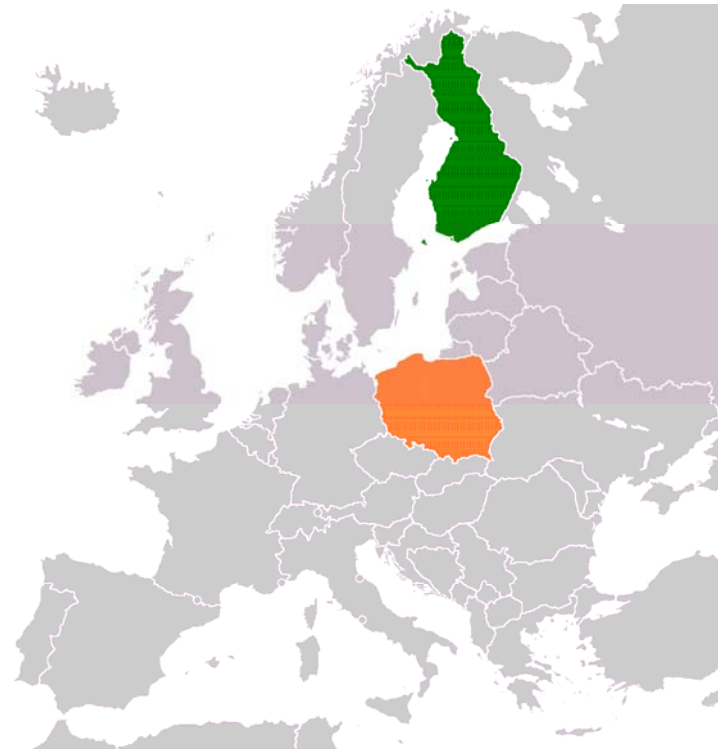
# Culture impact on business



## Working Across the Sea

Mental distance between Poland and Finland is longer than what the geographical distance might suggest.

"Knowing each other's cultures is the basis of all international business", Stefan Widomski,  
Senior Vice President, International Trade Affairs,  
NOKIA CORPORATION

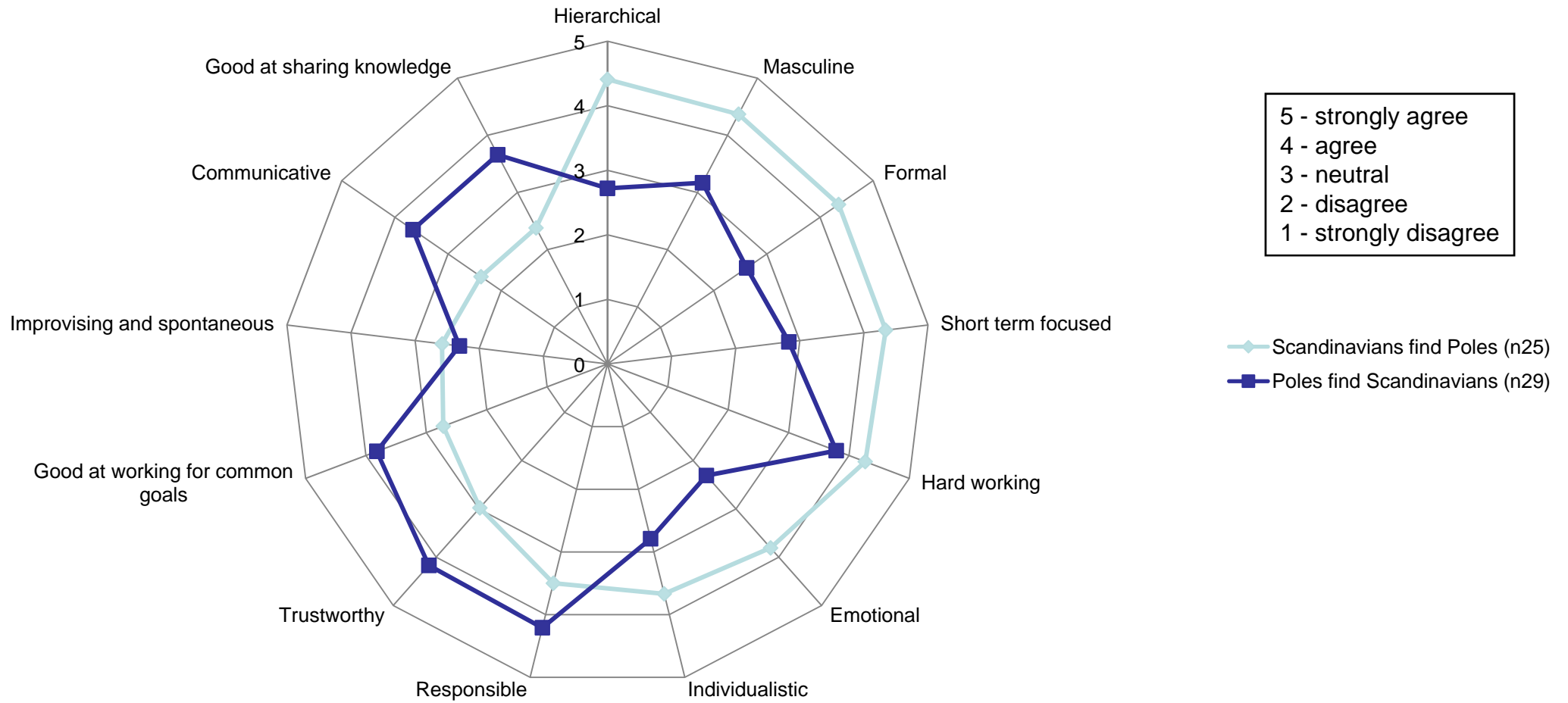


## Finnish management mindset

- task accomplishment
- less hierarchy
- equality
- vertical communication
- task delegation
- responsibility taking
- consensus and cooperation
- conflict avoidance
- transparency
- trust



# Scandinavians find Poles / Poles find Scandinavians



## Interaction between Scandinavians and Poles

OPINIONS OF				
	Danes	Finns	Poles	Swedes
Danes	<ul style="list-style-type: none"> <li>- Result and future orientated</li> <li>- Open minded</li> </ul>	<ul style="list-style-type: none"> <li>- Outgoing</li> <li>- Happy and friendly</li> </ul>	<ul style="list-style-type: none"> <li>- Quick in making decisions</li> <li>- Hierarchical</li> </ul>	<ul style="list-style-type: none"> <li>- Negotiators</li> <li>- Business orientated</li> </ul>
Finns	<ul style="list-style-type: none"> <li>- Quiet and introvert</li> <li>- Skilled and result focused</li> </ul>	<ul style="list-style-type: none"> <li>- Promise keeping</li> <li>- Hard workers</li> <li>- Shy</li> </ul>	<ul style="list-style-type: none"> <li>- Long-term orientated</li> <li>- Keep their promises</li> </ul>	<ul style="list-style-type: none"> <li>- Honest</li> <li>- Tough in doing business</li> </ul>
Poles	<ul style="list-style-type: none"> <li>- Demanding</li> <li>- Short-term orientated</li> </ul>	<ul style="list-style-type: none"> <li>- Last minute acting</li> <li>- Hard workers but irresponsible</li> </ul>	<ul style="list-style-type: none"> <li>- Goal orientated</li> <li>- Disorganized</li> </ul>	<ul style="list-style-type: none"> <li>- Quick decisions</li> <li>- Hard working</li> </ul>
Swedes	<ul style="list-style-type: none"> <li>- Organized</li> <li>- Slow decision making</li> </ul>	<ul style="list-style-type: none"> <li>- Slow decision makers</li> <li>- Open minded</li> </ul>	<ul style="list-style-type: none"> <li>- Meet and discuss, not willing to make decisions</li> <li>- Social</li> </ul>	<ul style="list-style-type: none"> <li>- Structured and professional</li> <li>- Slow decision making</li> </ul>



## Finns

*“Trying to deal with issues instead of people” (excerpt)*

- Analytical and long term oriented
- Honest and hard working
- Tough to read “between the lines”
- Direct, strict and task oriented
- Not so talkative

## Poles

*“Hard working, title and hierarchy focused”* (excerpt)

- Short-term oriented, short-term profit focus
- Quick decisions, ambitious and dynamic
- Hierarchical
  - Directors know their position
  - Employees can be afraid of management
- Scandinavians say;  
“more skilled people have emerged in the Polish business environment in the recent 5 years” , “Young generation positive, educated and hard-working” , “language skills are good nowadays”;

## Finnish-Polish cooperation real life experiences

- Lack of awareness of each other's general and business culture
- Differences in management style
- Responsibility willingness
- Different ways of communication
- Not enough information and knowledge sharing
- Different approach to trust

