

High-context cultures	Low-context cultures
Socialise and establish relationships and trust first	Start with the business
Tend towards indirectness; people often imply and suggest	Tend towards directness; people are explicit
Multiple connections and people understand each other intuitively	More independent with fewer shared experiences
Goal is preserving/ strengthening the relationship. Always 'save face'	Goal is receiving and giving clear information
Less written and formal information, more verbal	Knowledge and information more accessible and transferable
May say 'yes' or sometimes nothing at all, as a polite way of saying 'no'	Say 'yes' and 'no' to mean what they say
There's always more time and deadlines are flexible	Time is limited and deadlines are fixed

High-context/Low-context cultures based on the work of anthropologist Edward T. Hall

Table extract from: [Communicating Financial Management with Non-Finance People](#), John Cammack, Practical Action 2012

