



the walker
SWITZERLAND



PPM >

*The purpose of
human life is to serve,
and to show compassion
and the will to help others.*

Albert Schweitzer



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Social Behavior

Non-verbal communication

If a Swiss person is quiet, it could either mean a lack of enthusiasm or that they are actively listening. The Swiss are reluctant to expand in grand gestures and do not use expressive body language.

Noticeably chewing gum or talking with ones hands in ones pockets may be perceived as a little too casual for comfort.

Backslapping or thumping the table for emphasis may be seen as over-familiar and as a loss of personal control.

Swiss people will keep their distance physically and emotionally, so do not get too close and make someone uncomfortable.

Never talk about ...

Money, income/earnings, banking secrecy, politics and religion, unless you know what your counterpart stands for.

Trust and Relationship

Honest and clear communication is appreciated and should be done via face-to-face exchanges or by phone, rather than relying too much on emails.

The Swiss are proud of their country, so be careful when criticizing. It is best to have patience and let a relationship ripen a little before voicing challenges. Swiss culture is based on politeness.

Arrogance and direct, assertive approaches are readily perceived and disliked. It is best to remain thoughtful and humorous.

Swiss people may sometimes be perceived as abrupt and rude when confronted with problems. Some may assign blame and judgment statements to other individuals. If possible, don't take it personally; mirror the assigning of blame, when the confrontation has calmed down.

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