



During my recent (relatively) English degree studies we did some work on intercultural communications. One of the things we looked at was the potential for difficulties when doing business beyond one's own shores.

So I was rather interested when this article [‘Why native English speakers fail to be understood in English – and lose out in global business’](#) from the [Conversation.com](#) popped up on one of my social media streams.

English may well be the global language but, as the article points out, this is no reason for us to rest on our laurels - because we native speakers are not masters of it.

One of many points made in the article is that: ‘The inability of the travelling native English speaker to refrain from homeland idiosyncrasies, sub-textual dexterity and cultural in-jokes has been found to result in [resentment and suspicion](#).’

There’s [much more in the actual article](#) and it’s well worth a read.
<http://theconversation.com/why-native-english-speakers-fail-to-be-understood-in-english-and-lose-out-in-global-business-54436>

See also: <http://theconversation.com/parlez-vous-diplomacy-english-wont-serve-the-uk-abroad-20872>

On the subject of conversation, well broadly speaking, I recently made my first foray into public speaking at a recent [Swindon Civic Voice meeting](#).

‘I’m going to give a talk’ is not a phrase I ever thought I’d ever hear myself saying. It’s amazing what you can achieve with a little help from your friends. Here I am in full flow with **‘I wrote a blog and I liked it’**:



And you can [read all about the the why, how and where of it](#) in my latest blog post.

Before I wish everyone a fab Easter break I'd like to make a plea on behalf of a Swindon community group that I have some small involvement with.

As part of [Swindon's 175 birthday celebrations](#) they want to stage an event for the community. They have some funds of their own but are seeking financial support from businesses to help them put on a great show. Amounts of any size are welcomed. After all 'Every little helps'.

You can find out more about their planned event and what's in it for you in this sponsorship proposal: <http://www.aedits.co.uk/wp-content/uploads/2016/01/Eastcott170116.pdf>

Wishing everyone a lovely chocolatey Easter and hoping that any bunnies you encounter are considerably friendlier than those often seen in the margins of medieval manuscripts as seen here: <http://jonkanekojames.com/2015/05/02/why-are-there-violent-rabbits-in-the-margins-of-medieval-manuscripts/> Grisly eh?

Kind regards from

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