



A brief cultural overview paired with language insights to support a smooth transition.

North America at a Glance

United States

Scale, Speed & Regional Contrast

A country of immense geographic and cultural diversity, the United States is known for its direct communication style, entrepreneurial spirit, and fast-paced approach to business. It will host the largest number of FIFA World Cup matches ever held in a single country.

Mexico

Warmth, Heritage & Relationship Centered Collaboration

Mexico blends deep historical roots with a vibrant modern culture. Relationships, trust, and personal connection are highly valued, making collaboration both warm and relationship oriented. Mexico will become the first nation to host the FIFA World Cup three times.

Canada

Diplomacy, Dual Identity & Geographic Calm

Canada's identity is shaped by its English and French heritage, multicultural communities, and vast landscapes. Known for its collaborative and inclusive communication style, Canada will host its first-ever men's FIFA World Cup matches in Toronto and Vancouver.



The Culture-Language Bridge Across the United States, Mexico, and Canada



United States



Language Snapshot

English dominates business communication, but regional expressions vary widely. Direct requests are usually appreciated.



Common Workplace Phrase

"Let's circle back."



What This Phrase Means

Revisit later. Now is not the time.



Cultural Insights

Efficiency focused.

Mexico



Language Snapshot

Spanish often uses relationship-oriented language and courtesy phrases before business discussions.



Common Workplace Phrase

"Estamos en contacto."



What This Phrase Means

Stay connected and maintain the relationship.



Cultural Insights

Relationship focused.

Canada



Language Snapshot

Canada's English and French cultures create distinct communication norms, from diplomatic consensus-building to expressive discussions.



Common Workplace Phrase

"Perhaps we could..."



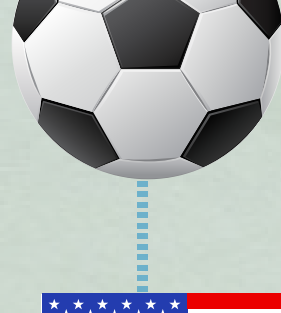
What This Phrase Means

A polite suggestion of disagreement rather than a direct refusal.

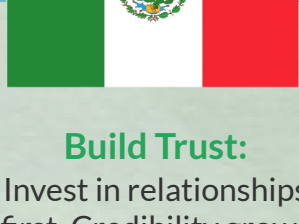
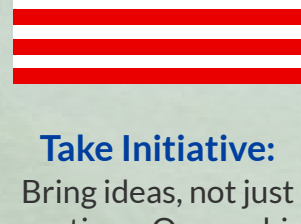


Cultural Insights

Consensus focused.



Quick Wins for Working Well Across the 2026 World Cup Host Countries



Take Initiative:

Bring ideas, not just questions. Ownership, autonomy, and action-oriented communication are highly valued.

Build Trust:

Invest in relationships first. Credibility grows through rapport, respect, and personal connection.

Stay Diplomatic:

Use a collaborative, consensus-driven approach. Communication styles vary across regions, so avoid assumptions.

BUT did you know:

The regional diversity inside each host nation is bigger than most people expect and may be just as impactful as the differences between the 36 countries competing.

Why it matters:

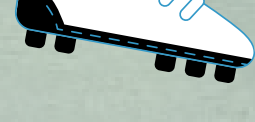
Internal diversity shapes communication expectations, relationship building, and decision making. In the U.S., regions range from the fast-paced directness of New York and Dallas to the relationship-oriented warmth of Atlanta and the collaborative, tech-driven culture of Seattle.

Mexico shifts from the cosmopolitan formality of Mexico City to the expressive, community-centered warmth of Guadalajara and the business-forward pragmatism of Monterrey. Canada contrasts the diplomatic multiculturalism of Toronto with the West Coast informality and strong Asian influence of Vancouver.

How to adjust:

Stay curious and ask colleagues how decisions typically move forward in their region, not just their country. When working with a new host city, pause to observe communication pace and tone before matching it to prevent misalignment and build trust quickly.

Diving Into Workplace Behaviors



	United States	Mexico	Canada
Greeting Style	Friendly and efficient <i>It's great to see you! Let's get started.</i>	Warm and relationship-focused <i>¡Buenos días! ¿Como esta su familia?</i>	Polite and measured <i>Hi! I hope you're doing well. Thanks for making time today.</i>
Disagreement	Direct but professional <i>I see it differently. Let's try another approach.</i>	Indirect and respectful <i>Entiendo su punto, es perfecto. Quizás podríamos considerar otra opción también.</i>	Often highly softened <i>I might be mistaken, but perhaps we could look at another perspective.</i>
Business Emails	Action-oriented <i>Please review the proposal and send feedback by Friday.</i>	More relationship context <i>Espero que se encuentre bien. Gracias por su apoyo continuo. Aquí está la propuesta para su revisión.</i>	Diplomatic and collaborative <i>When you have a chance, could you please review the proposal? I'd appreciate your thoughts.</i>
Small Talk	Brief <i>Hey, how's it going?</i>	Important for trust-building <i>¿Como va todo con la familia?</i>	Moderate and expected <i>Did you enjoy the long weekend?</i>



Mini challenge: This Week Across 2026 Host Cities



U.S. Host Cities:

(Atlanta, Boston, Houston, Kansas City, Los Angeles, Miami, New York/New Jersey, Philadelphia, San Francisco Bay Area, Seattle)

Try: Direct with warmth.

Friendly opener → clear point → next steps.

Mexico Host Cities:

(Mexico City, Guadalajara, Monterrey)

Try: Warm relational opener.

"¿Cómo estás?"

"Qué gusto saludarte."



Canada Host Cities:

(Toronto, Vancouver)

Try: Soften phrasing.

"I wonder if we might..."

"Perhaps we could..."



This article is inspired by the spirit of international football and is not affiliated with FIFA or the FIFA World Cup.

Want to learn more about the United States, Mexico, and Canada, or explore our Culture & Language services? Visit us at [IORworld.com!](https://www.iworld.com)

