

# Communicating Across Cultures

- You're very welcome this morning!
- Session starts at 10am
- You will be muted as you arrive (I will explain this further)
- You do not need your webcam for this session
- If you are having trouble hearing me, try leaving the session and re-joining, running the software from chrome or if you have headphones in plug them out



# HELLO!

I am **Olivia Roche**

I have been a Training Consultant since 2014.  
You can contact me at [olivia@dcmlearning.ie](mailto:olivia@dcmlearning.ie)

# Communicating Across Cultures



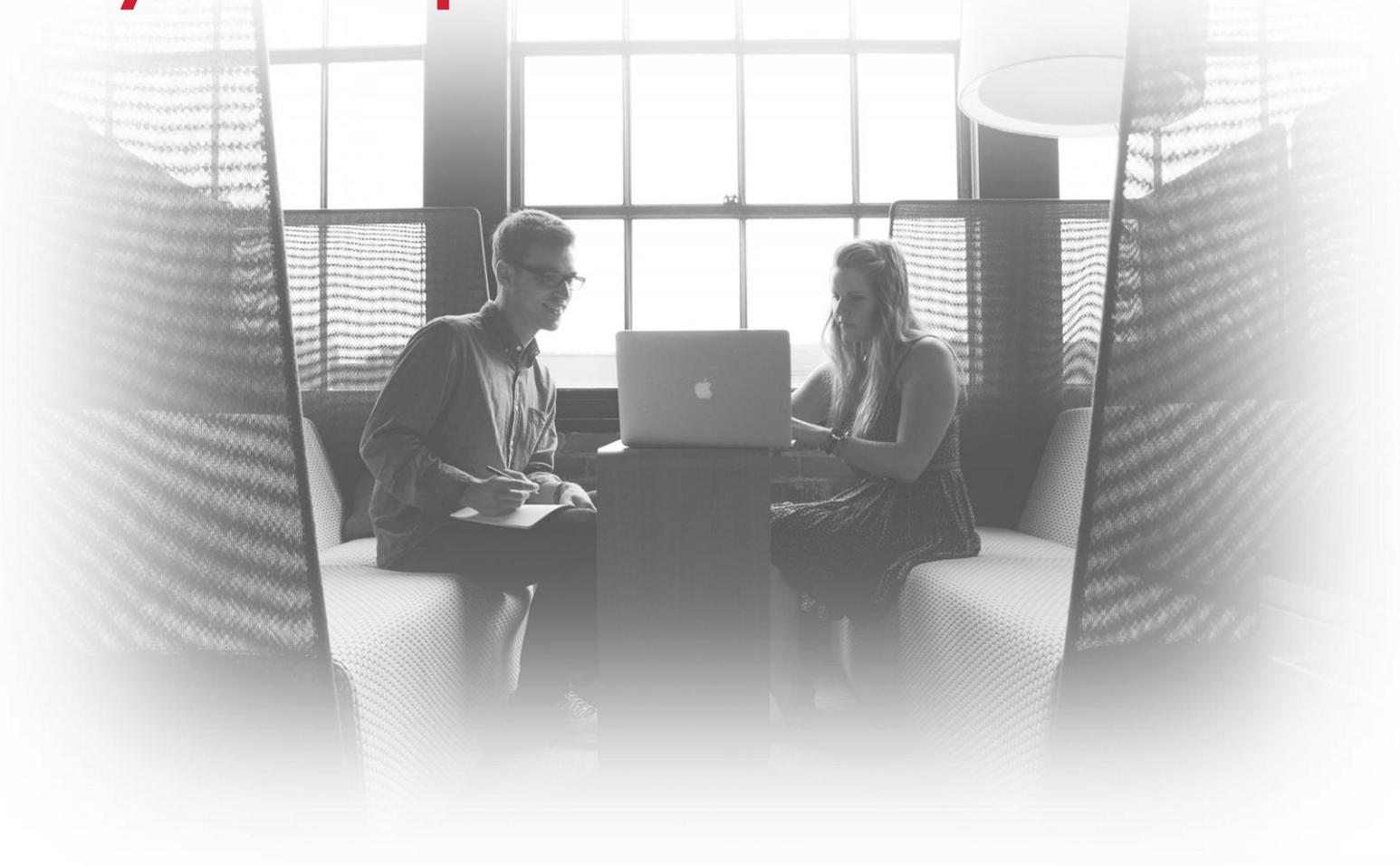
**Olivia Roche**

# Agenda

- Understanding cultural values and how it can impact international working
- Cultural drivers and attitudes
- Developing your cultural awareness and eradicating negative stereotypes
- Tips for developing and building rapport across cultures
- Techniques for profiling cultures
- Q&A session



# Understanding cultural values and how they can impact international working

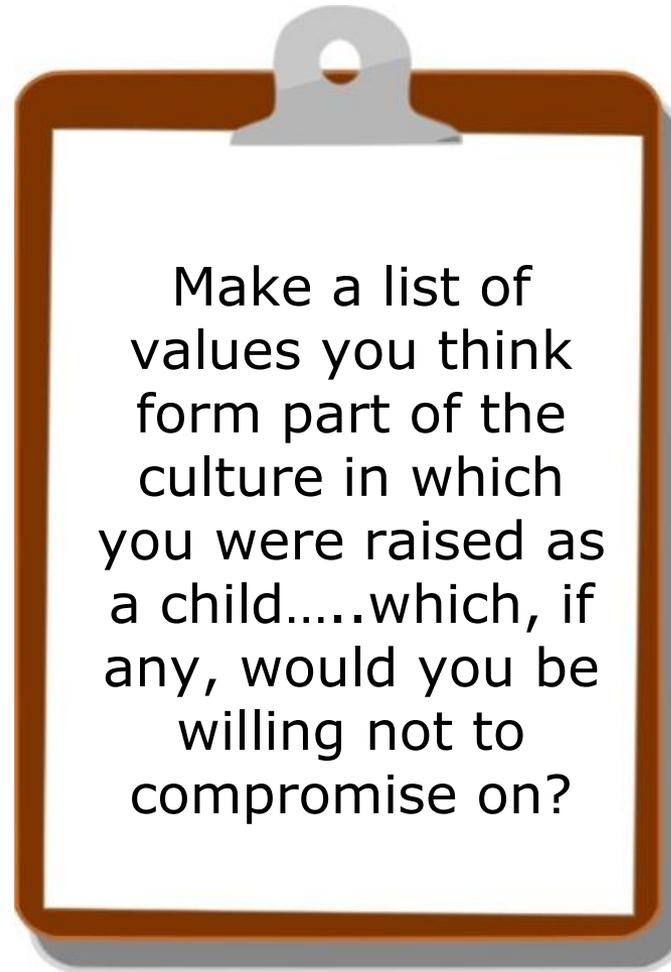


# Definition of culture

Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts

- 
- Its possible to understand culture with reference to the ideas, meaning and in particular the values held by its members
  - “...the collective programming of the mind that distinguishes the members of one group or category of people from another” - Hofstede
  - This collective programming takes place through socialisation - the process by which a society transmits values from one generation to another, normally taught through a National Learning System
  - Values of a particular National groupings and/or the way people attribute meaning to situations can and do find expression in workplace attitudes, behaviours and organisational arrangements

# Exercise



Make a list of values you think form part of the culture in which you were raised as a child.....which, if any, would you be willing not to compromise on?

# Shalom Schwartz's Universal Values Model

- Assists in cross cultural understanding
- Set of universal values that serve as guiding principles in everyone's lives
- 10 values that are present across world cultures
- Each individual group has different priorities when it comes to each value and attaching varying importance to each one
- The values can be grouped into 4 categories

Openness to change	Self transcendence	Self enhancement	Conservation
Stimulation – search for excitement and challenge in life	Universalism - involves understanding, appreciation, tolerance, and protection for the welfare of all people and for nature.	Power - relates to social status and prestige. It involves control or dominance over people and resources.	Tradition - involves respect, commitment, and acceptance of the customs and ideas that traditional culture or religion provide
Self direction - is reflected by a goal for independent thought and action. Those who value self-direction often find themselves choosing, creating, and exploring.	Benevolence - is the preservation and enhancement of the welfare of the people you're in frequent personal contact with.	Achievement - represents the goal of personal success through demonstrating competence according to social standards	Conformity - is the restraint of any actions, inclinations, and impulses that are likely to upset or harm others and violate social expectations or norms
		Hedonism - is taking pleasure or sensuous gratification for yourself	Security - includes safety, harmony, and stability of society, of your relationships, and of yourself.

# Key cultural drivers and attitudes



# Society-wide factors contributing to a multifaceted model of culture



# Dr. Geert Hofstede's 6 dimensions of culture

Psychologist Dr Geert Hofstede published his cultural dimensions model at the end of the 1970s, based on a decade of research. Since then, it's become an internationally recognised standard for understanding cultural differences

1. Power Distance Index (high versus low).
2. Individualism Versus Collectivism.
3. Masculinity Versus Femininity.
4. Uncertainty Avoidance Index (high versus low).
5. Long- Versus Short-Term Orientation.
6. Indulgence Versus Restraint

# Developing your cultural awareness and eradicating cultural stereotypes



# The importance of being culturally aware

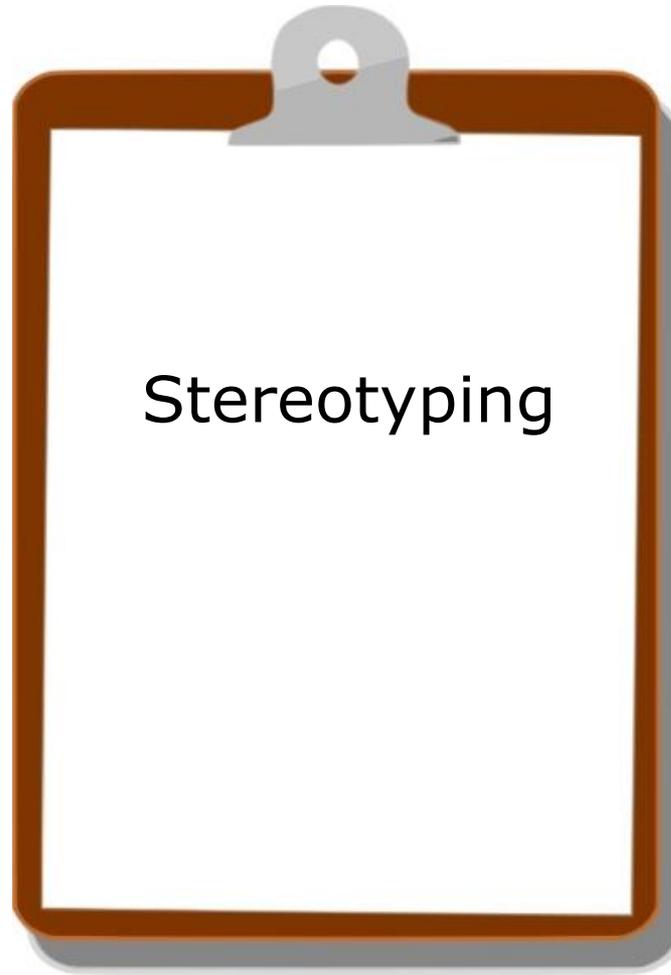
- Being culturally aware is crucial because it might help you understand how someone's background plays an immense and important role in the formation of their own personality, including behaviours, perceptions and interactions
- Creating a more inclusive and cooperative environment
- It enhances your own personal communication skills and everyone can do a better job when they are considering cultures working alongside others

# Understanding what unconscious bias is

The concept of fast thinking provides a useful insight into how unconscious biases works. Our brains need to be able to make fast, automatic decisions about the world around us so that we can react quickly to dangerous situations. These decisions are very dependent on a number of variables, including environment and context, can be very conscious.

While this is a useful skill for our brains to have, it can trip us up when we are dealing with people. Studies have shown that fast thinking leads us to make snap judgements based on defined social categories. We judge positively when people are from a similar background or have a personal connection to us, and negatively when they don't.

# Exercise



# Tips for developing cultural awareness

- Start Learning – seeking out opportunities to get to know and understand different cultures. This might mean attending cultural festivals and events, getting to know new people with unique backgrounds.
- Avoid assumptions – self awareness and a strategy of ‘think before you speak’
- Treat others as individuals and build a connection with the person
- Celebrating all religious holidays

# Good communication skills for cross cultural communication

- Slow down when you speak
- Speak clearly and concisely – avoid using ambiguous or dual meaning words. One of the problems that non-native English speaking cultures have with the English language is misunderstanding the many meanings one words can have
- Keep it simple and check/pause for clarity and understanding
- Maintain respect and courtesy – doing basic research on specific ways to interact with the cultures you will be coming into contact with is a great way to show your multi-cultural colleagues that you respect them
- Smile and be open – your body language communicates your acceptance and puts your listeners at ease
- Avoid slang
- Shun humour – it may be misinterpreted when not intended to cause offence. Light heartedness/friendliness however is different
- Adopt a formal approach until you have created a rapport
- Avoid double negatives
- Ask for questions and summarise clarify what has been discussed

# Interpreting non- verbal signals

People can reveal as much about themselves through body language as through speech. Don't underestimate the extent to which people listen with their eyes, it's essential for you to pick up on non-verbal signals



# Body Language Traits

Trait	Meaning
Clenched jaw	The person is angry or upset
Frowning	The person is in disagreement or confused
Dropped shoulders	The person is tired
Nose or head scratching	The person is uncomfortable about what he/she is say or they may be lying
Finger tapping	The person is impatient or nervous
An open posture	The person appears to be friendly and open
Folded arms	The person is on the defensive
Chest and chin down	This person discourages dialogue
18 inches away	Safe distance, anything closer reserved for intimacy

# Recap

- Understanding cultural values and how it can impact international working
- Cultural drivers and attitudes
- Developing your cultural awareness and eradicating negative stereotypes
- Tips for developing and building rapport across cultures
- Techniques for profiling cultures
- Q&A session





**THANKS!**

Any questions?  
30 min Q&A

**dc**m THE  
LEARNING  
EXPERTS