

2-DAY SEMINAR

INTERCULTURAL COMMUNICATION

..... or how to develop a CQ (Cultural Intelligence)



"Life may be seen through many windows, none of them necessarily clear or opaque, less or more distorting than any of the others." Sir Isaiah Berlin.

This 2-Day hands-on, interactive seminar will take us on an intercultural journey around the world, tasting the various cultural differences, feeling their different values, hearing what they are saying in their own culture which is very different to ours but still getting the message, and seeing what goes wrong when we think in our own cultures when communicating with people around the world.

Look at these examples:

- A visiting Chinese scientist is asked by her German group leader:
"What are your plans for the future?"
The Chinese scientist is shocked. Why?
- A visiting scientist in the UK is sitting in a lecture room when a British colleague comes in and leaves the door open. The German "requests":
"Close the door, please." Only to get a response: *"Close it yourself!"*
The German scientist is stunned, but the British colleague is insulted. Why?

By the end of this unique seminar, you will immediately recognize what went wrong in their communication.

„Wer fremde Sprachen nicht kennt, weiß nichts von seiner eigenen“ Johann Wolfgang von Goethe

INTERCULTURAL COMMUNICATION

What will we be looking at?



Day 1 - Communicating Effectively Across Borders

I. Introductions and Culture

1. Greetings

- Group activity – greeting people around the world: Are you prepared?
- Small talk – do and taboo topics around the world – “working a room”
- Active listening

2. Socializing

- Critical Incident: the German – US encounter
- Politeness – etiquette is a culturally defined phenomenon
- Case study – invitations and gift giving

3. Intercultural Communication

- Verbal – vocal – visual?

4. Body Language

- High and Low Context cultures
- Kinesics, Posture, Proxemics, Haptics, Facial expression, Oculistics, Olfactics, Adornment, Paralanguage, Silence
- Reading body language and the “danger” of gestures

II. Intercultural Verbal Communication – Are we really communicating?

1. Interpersonal communication – speaking to the first brain

- Video clip and self-analysis
- Are we communicating? British vs. American talk – case study

2. Anglo Saxon Communication Strategies

- Questioning techniques
- Agreeing and disagreeing
- Making requests – Spoken vs. written (email)
- Giving directives
- Giving feedback

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Day 2 – Working Effectively Across Borders

III. Culture

1. The concept of Culture

- What is it?
- Understanding your own culture
- Ethnocentrism – Stereotyping
- Culture types – Identifying and working with contrasting types

2. Concepts of time across cultures

- Punctuality and appointments
- Case study
- Work vs. Personal time

3. Concept of truth and ethics across cultures

- Case study
- Contractual obligations and attitude to truth
- Explicit and implicit styles of agreement

IV. Country's Cultural Dimensions - effects on the way we behave

1. Power Distance

- High and low power distance

2. Uncertainty Avoidance

- Avoidance of risk – effects on decision-making

3. Masculine vs Feminine Cultures

- Its effects on interpersonal communication

4. Individualism vs. Collectivism – I cultures vs. WE cultures

5. Long-term vs. Short-term Orientation

6. Virtual/Intercultural Teams

- Global teamwork – working on projects
- The culture of men and women

7. Summary: Film- A World of Difference

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