

Effective Intercultural Communication

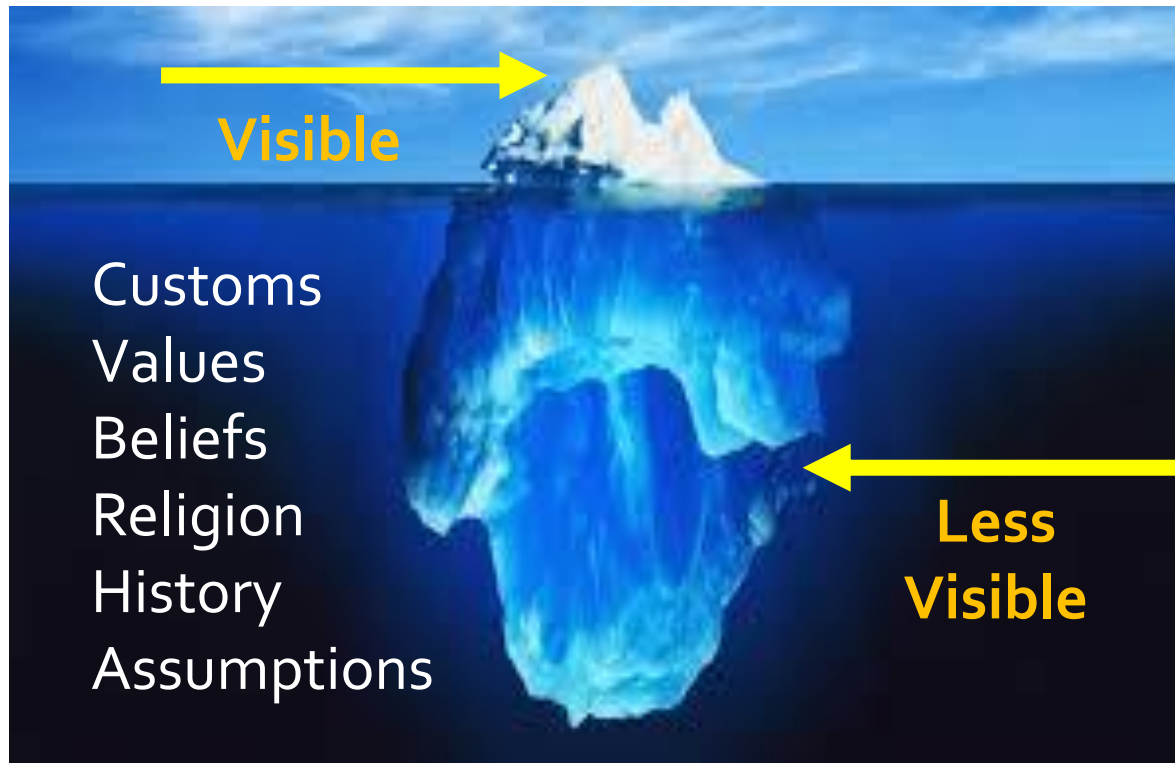


- What is culture
- Cultural influences on communication
- Strategies for effective communication
- Experience Sharing

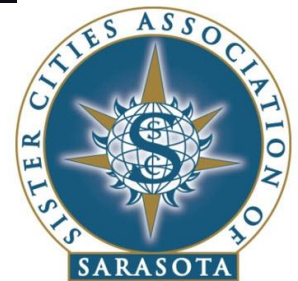


Why is culture like an iceberg?

Language
Food
Behavior
Dress



Customs
Values
Beliefs
Religion
History
Assumptions



Individualism vs. Collectivism

- “I” identity emphasized
- Individual responsibility preferred
- Task over relationship focus

**Scandinavia, France, Poland
Germany, Anglo Saxon
Countries**

- We identity emphasized
- People work best in groups, group rewards preferred
- Emphasis on long-term relationships more than tasks

**South Korea, Brazil, Japan,
India, the Middle East**



Egalitarian vs. Hierarchical

- Decentralized power structure
- Inequalities minimized
- All levels are consulted and have a say in decision-making and problem-solving

**Scandinavia, France, Poland
Germany, Anglo Saxon
Countries**

- Centralized power
- Inequalities are common
- Lower levels of group are told what to do and expected to follow orders with out questioning decisions

**South Korea, Brazil, Japan,
India, the Middle East, parts
of South America**



Low vs High Uncertainty Avoidance

- Conflict and dissent accepted
- Focus on flexibility & quick result
- The fewer rules the better

Scandinavia, Canada, Great Britain, USA, China, India

- Consensus desired outcome
- Focus on processes and systems
- Rules, rituals, and procedures accepted and common

Germany, Poland, Russia, Japan, The Netherlands, Australia



Clock-time vs Event-time

- Plans, deadlines, time commitments should be kept
- Focus on privacy and time-life balance
- One thing at a time (linear)

**Nordic and Germanic Europe,
North America, Japan**

- Plans and deadlines are flexible
- More concerned about family, friends, business partners than privacy
- Many things at a time (multi-task)

**Southern Europe, Japan, Russia,
Latin America, South and
Southeast Asia**



Direct and Indirect Communication

- Explicit style, to the point, concrete communication
- Difficulties confronted openly
- Communicate verbally (written or spoken)
- Implicit communication (non-verbal body language) prevalent
- Conflict avoided – keeping the peace emphasized
- Saving face and preserving individual dignity important

**Scandinavia, Germany,
Switzerland, North America,
Great Britan**

**Japan, China, the Middle East,
Mediterranean Countries**

