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# **Cross-Cultural Communication Workshop**

# Session Goals

- ***Share*** cross-cultural communication approaches participants can use as they navigate spaces in which they enter
- ***Challenge*** participants to understand their own cultural competencies as it relates to cross-cultural communication.
- Provide participants with an opportunity to ***engage*** with others to learn their cultural competencies as it relates to cross-cultural communication

# Definitions

- **Culture:**

- Includes a common set of beliefs, norms, values, perceptions, and connections that help define us as individuals and that refer to the shared attributes of one group.

- Source: [www.Medscape.org](http://www.Medscape.org)

- **Competence**

- Implies having the skills and capacity to work effectively with cultural diverse individuals.

- Source: [www.Medscape.org](http://www.Medscape.org)

# Cultural Competency Key Concepts

## Diversity:

Diversity- describes the mix;  
understand unique differences  
between people

Diversity is respecting and  
celebrating each individual

**Diversity is all of us**

## Inclusion:

Inclusion- a call to action;  
leveraging everyone's voice and  
talents; making the mix work

**Cultural competency is a  
critical world/business strategy  
for competitive advantage**

# Importance of Cultural Competency

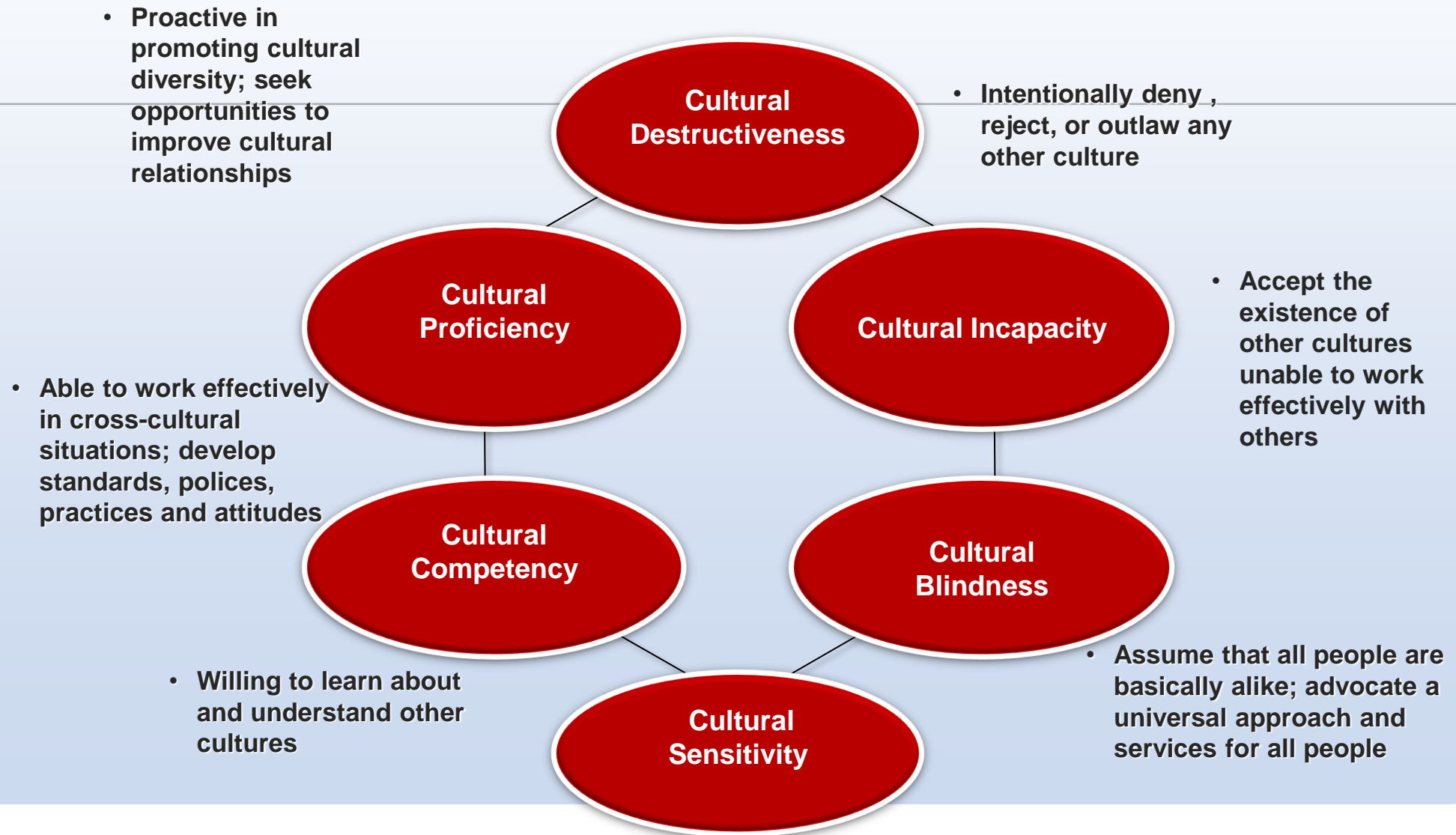
## Megatrends

- **Globalization**
- **Changing Demographics**
- **Technology**
- **Political & Economic Instability**

## Today's Workforce

- **Virtual**
- **Global**
- **Diverse**
- **Multiple Generations**
- **Work/Life Balance**
- **Talent Shortage**

# Cultural Competency Continuum



# Activity – Barnga Cross-Cultural Communication

- Please report to the 4<sup>th</sup> Floor Lounge
- There will be 7 students to a table.
- Tables are located in the front as well as the back of the room, please find a seat and wait for instructions.

