Vicki T. Sapp, PhD
Director Student Engagement, Diversity and Inclusion & Assistant Professor at Geisinger Commonwealth School of Medicine
Over 20 years experience in Higher Education – Diversity & Leadership
Research & Teaching Focus – 1st generation communities, access, retention and success
vsapp@som.geisinger.edu
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

- **Competence**
  - Implies having the skills and capacity to work effectively with cultural diverse individuals.
  - Source: www.Medscape.org
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

Cultural Destructiveness
- Intentionally deny, reject, or outlaw any other culture

Cultural Proficiency
- Able to work effectively in cross-cultural situations; develop standards, polices, practices and attitudes

Cultural Competency
- Proactive in promoting cultural diversity; seek opportunities to improve cultural relationships
- Willing to learn about and understand other cultures

Cultural Incapacity
- Accept the existence of other cultures unable to work effectively with others

Cultural Blindness
- Assume that all people are basically alike; advocate a universal approach and services for all people

Cultural Sensitivity
- Accept the existence of other cultures unable to work effectively with others

Geisinger Commonwealth School of Medicine
Activity – Barnga Cross-Cultural Communication

- Please report to the 4th 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.