

TAKING YOU ON A JOURNEY

an intercultural
training session

03 APRIL 2014



What we hope to achieve today

- ✓ To **understand** basic intercultural concepts
- ✓ To **apply** and critique the concepts
- ✓ To **identify** your own multicultural self
- ✓ To **reflect** on your learning experience

Presentation

Practice

Production



What we're going to do today

Time	Topic	Aims to...
10.45am	Introduction	set the direction of the training
10.50am	Warm-up	get everyone engaged
11am	Master of theory	present basic intercultural concepts
11.05am	Putting theory to the test	give you hands-on experience
11.20am	Discover yourself	help understand yourself better
11.30am	De-brief	discuss key learnings
11.40am	Training evaluation	analyse the pros and cons of this training

The Rules of the Game

- ✓ **Everything shared in this training session remains in this room – don't take examples of others outside this training session.**
- ✓ **Listen actively:** respect others when they are talking.
- ✓ **Speak from your own experience** instead of generalizing ("I" instead of "they," "we," and "you").
- ✓ **Participate to the fullest of your ability:** share your own story and experience.
- ✓ **Think critically:** the goal is not to agree but to gain a deeper understanding.
- ✓ **Be conscious of body language and non-verbal responses:** they can be as disrespectful as words.

Would you like to add anything?

Warming up

GETTING YOU IN THE MOOD

Getting to know each other



Speed
dating!

Don't mention:

- nationality
- living in Edinburgh
- studying at Napier

What do we mean by...?

- ▶ **Cross-cultural** versus **intercultural**?



How should we phrase...?

Task: With a partner, sort the following terms on the scale from 'judgmental' to 'neutral'.

judgmental ————— **neutral**

strange new bizarre peculiar odd unusual
unfamiliar different weird
normal usual

Master of Theory

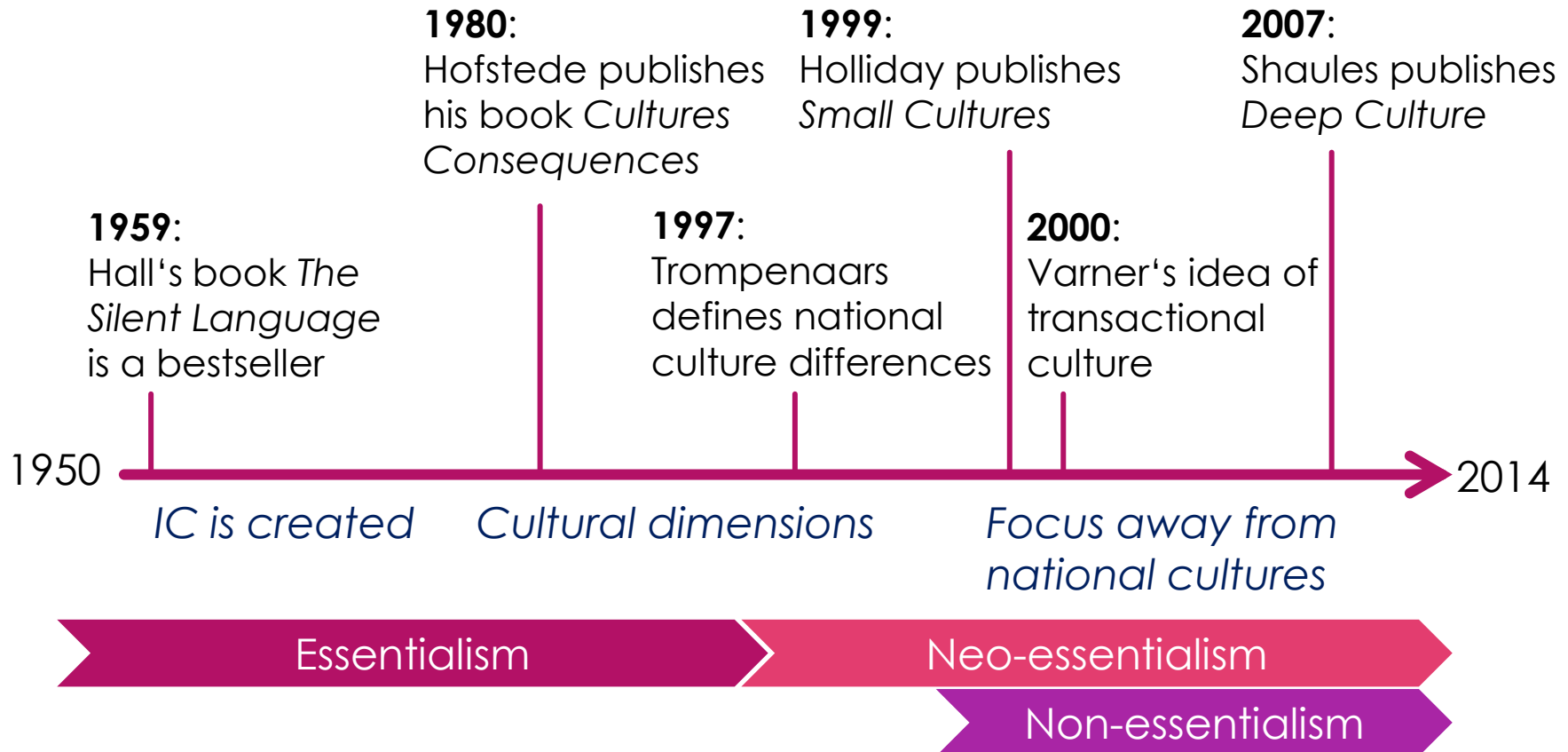
UNDERSTANDING BASIC INTERCULTURAL CONCEPTS

Meet the key theorists

- ▶ Hall
- ▶ Hofstede
- ▶ Holliday
- ▶ Shaules
- ▶ Singer
- ▶ Trompenaars
- ▶ Varner



What is happening in the Intercultural World?



Putting theory to the test

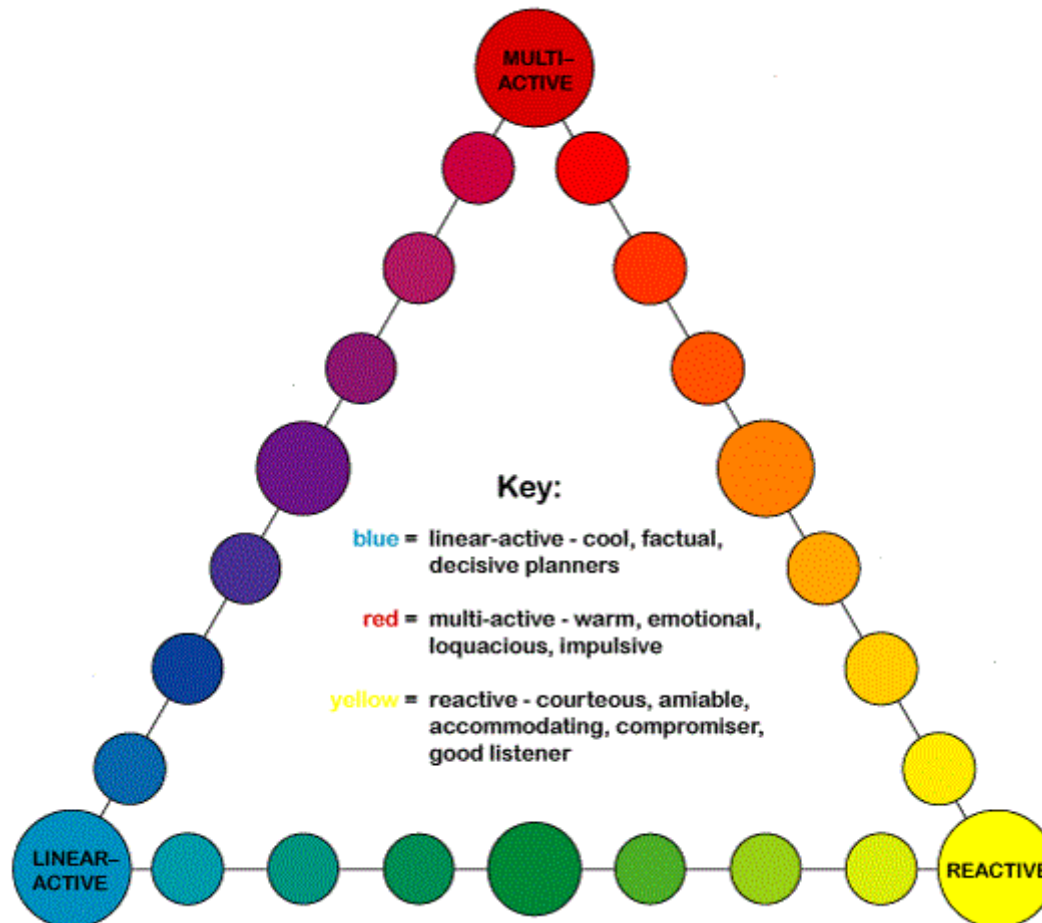
GIVING YOU HANDS-ON EXPERIENCE

Country insights

- ▶ Cultural dimensions are commonly used to measure national culture and behaviour
- ▶ Can you think of examples?



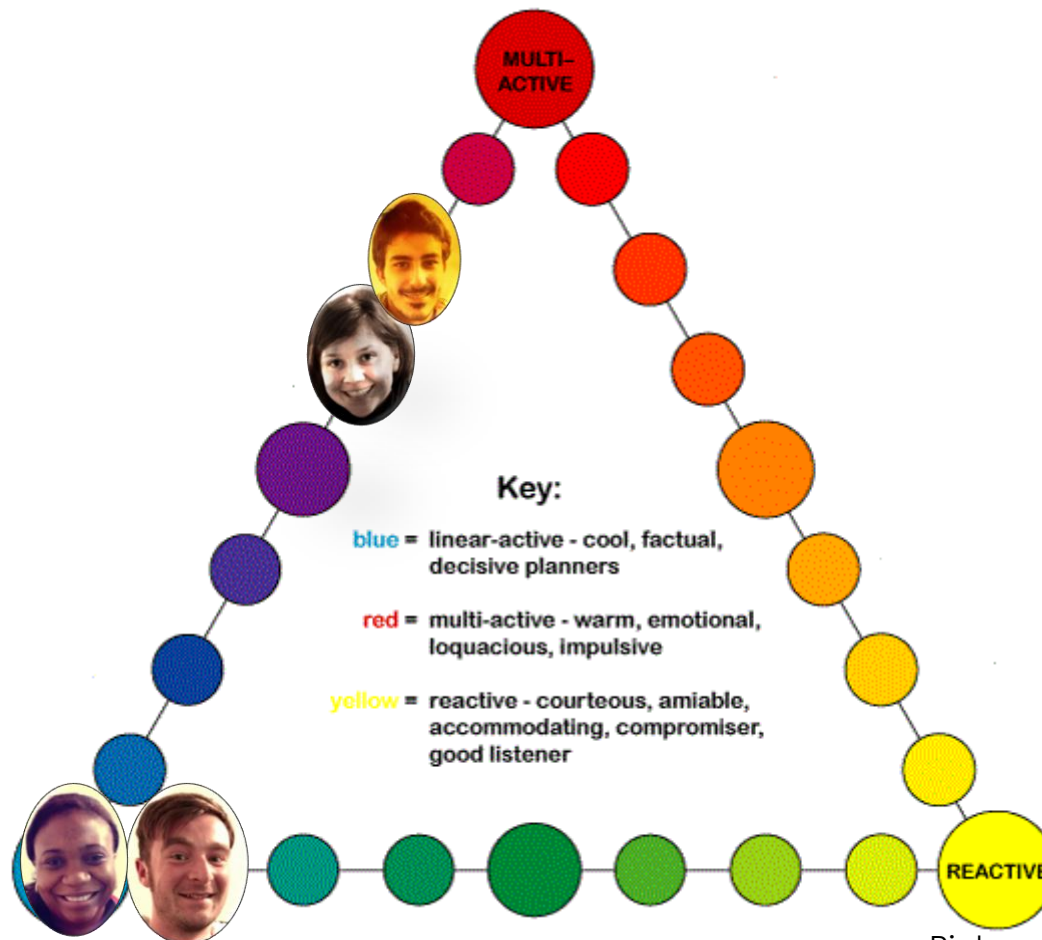
The Lewis model



What the triangle dimensions mean...

Linear-active	Multi-active	Reactive
<ul style="list-style-type: none">• Does one thing at a time	<ul style="list-style-type: none">• Does several things at once	<ul style="list-style-type: none">• Reacts to partner's action
<ul style="list-style-type: none">• Polite but direct	<ul style="list-style-type: none">• Emotional	<ul style="list-style-type: none">• Polite, indirect
<ul style="list-style-type: none">• Limited body language	<ul style="list-style-type: none">• Unlimited body language	<ul style="list-style-type: none">• Subtle body language

The Lewis model and us

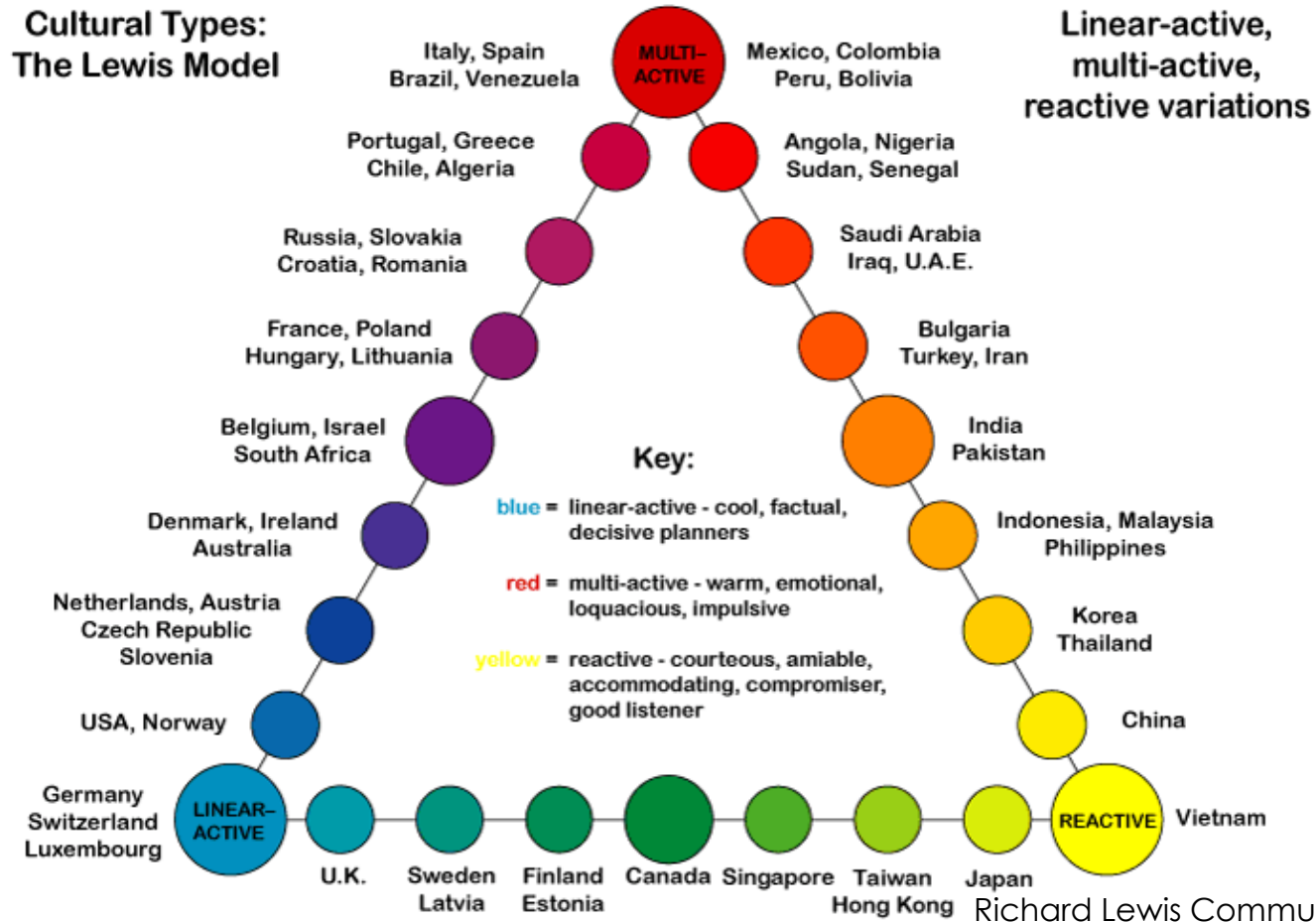


What's your colour?

- ▶ Write your name on a sticky note
- ▶ Stick it onto the poster to indicate where you think you are on the Lewis model



The Lewis model – revealed

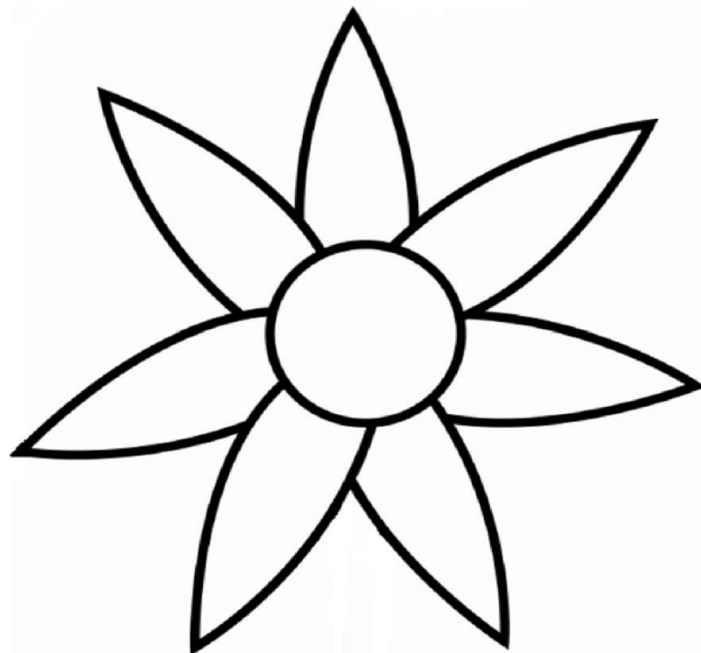


Discovering yourself

HELPING UNDERSTAND YOURSELF BETTER

Singer's (1998) cultural star

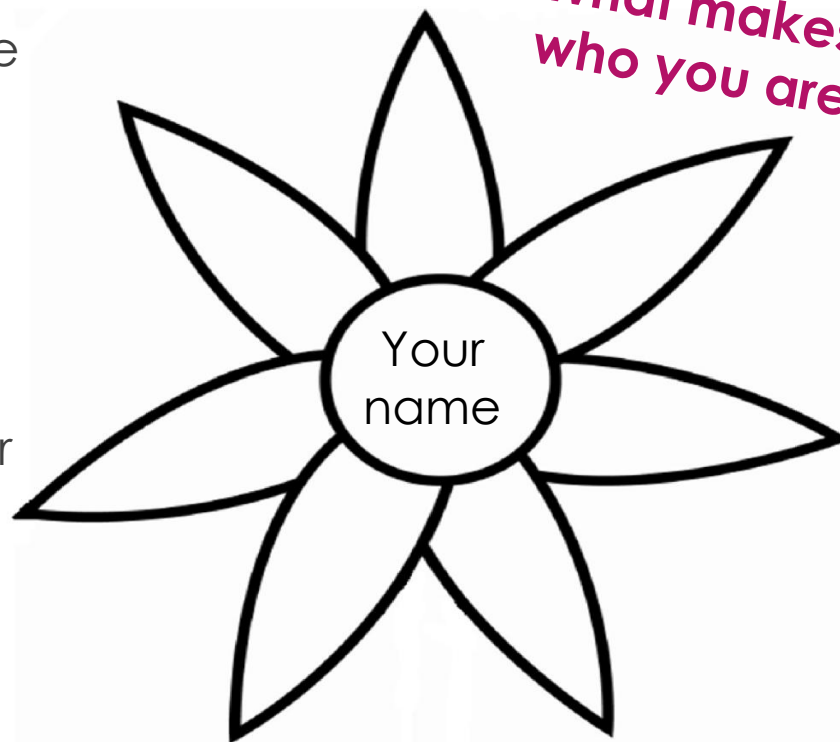
- ▶ We're all influenced by many different cultures
 - e.g. age, gender, origin, educational background, work experience, hobbies etc
- ▶ The idea of 'culturally-complex' and 'culturally-unique' individuals



Our interpretation of Singer's (1998) cultural star

Creating your own cultural star

- ▶ Write your name in the centre of the graphic
- ▶ Fill each 'leaf' of the graphic with something that influences you/makes you who you are
- ▶ When finished, compare your 'cultures' with a partner



Our interpretation of Singer's (1998) cultural star

De-brief

DISCUSSING THE KEY LEARNINGS

The key lessons from today

- ▶ Cultural dimensions theories can be a helpful starting point
 - But should **not** be assumed to be 100% true
- ▶ People can't only be defined by their nationality
 - We all are influenced by many different cultures
- ▶ It's key to identify the cultural dimensions of your own identity
 - Personality shapes our working and behaviour styles

Would you like to add anything?

Looking back at our objectives

- ✓ To understand basic intercultural concepts
- ✓ To apply and critique the concepts
- ✓ To identify your own multicultural self
- ✓ To reflect on your learning experience

Did we reach them?

Any questions, thoughts?

- ▶ Do you think you're more interculturally aware **after** our training session?
- ▶ Please complete our brief questionnaire
- ▶ The results will be anonymous and will help us to improve the training session in the future



References

- ▶ Hall, E. T. (1959). *The silent language*. Garden City: Doubleday & Co
- ▶ Holliday, A. (1999). Small cultures. *Applied Linguistics*, 20(2), 237-264.
- ▶ Richard Lewis Communications (2014). *The Lewis Model triangle and definition* [online]. [viewed 26 March 2014]. Available from: www.crossculture.com/services/negotiating-across-cultures
- ▶ Rogers, E.M., Hart, W.B., Miike, Y. (2002). Edward T. Hall and The History of Intercultural Communication: The United States and Japan. *Keio Communication Review*, Vol. 24.
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- ▶ Singer, M. R. (1998). *Perception and identity in intercultural communication*. Yarmouth, Maine: Intercultural Press.
- ▶ Trompenaars, A. & Woolliams, P. (2003). *Business Across Cultures*. Oxford: Capstone.
- ▶ Varner, I.I. (2000). The Theoretical Foundation for Intercultural Business Communication: A Conceptual Model. *Journal of Business Communication*, Vol. 37(1), pp. 39-57.

Image references

- ▶ Slide 1: <http://thedirty30sclub.com/blog/wp-content/uploads/2012/06/footprints.jpg>
- ▶ Slide 2: <http://inspiyr.com/wp-content/uploads/2013/03/bullseye-how-to-achieve-your-goal.jpg>
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