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Intercultural Training

Welcome to our Culture Game

The first workshop in a series of six

Obtain intercultural competency while you work

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What is culture?

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- The term culture derives from the latin word „colere“ und means to cultivate, to nourish sth – the way we shape our life
- „Culture is an orientation system. “ (Dr. Alexander Thomas)
- „Culture is communication.“ (Edward T. Hall)
- „Culture is the collective programming of the mind.“ (Geert Hofstede)



The Iceberg Concept of Culture – only a small part of culture is visible!

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Primarily in awareness

Behavior
Actions
Words
Cooking
Dress
Music
Literature
Fine Arts

Primarily out of awareness

Concept of Beauty
Body Language
Concept of Modesty
Nature of Friendship
Time Orientation
Patterns of Superior/ Subordinate Relations
Attitudes
Interpretations
Patterns of Handling Emotions
Values

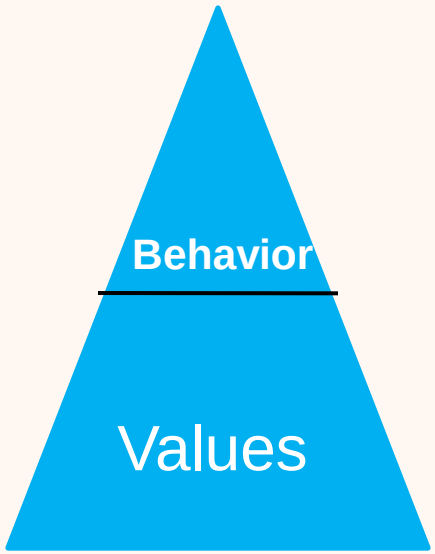


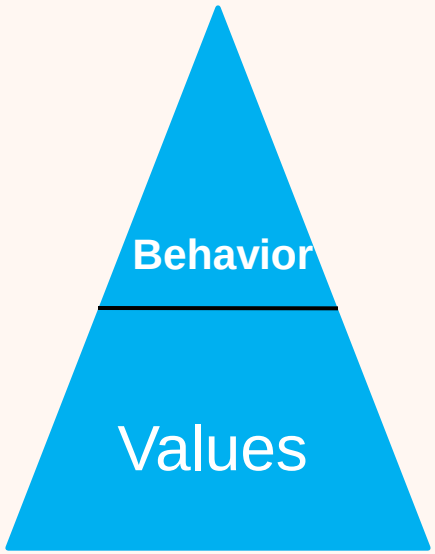
Meeting of two Icebergs

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Every person has his or her own inner iceberg.

What happens when 2 people from different cultures meet?





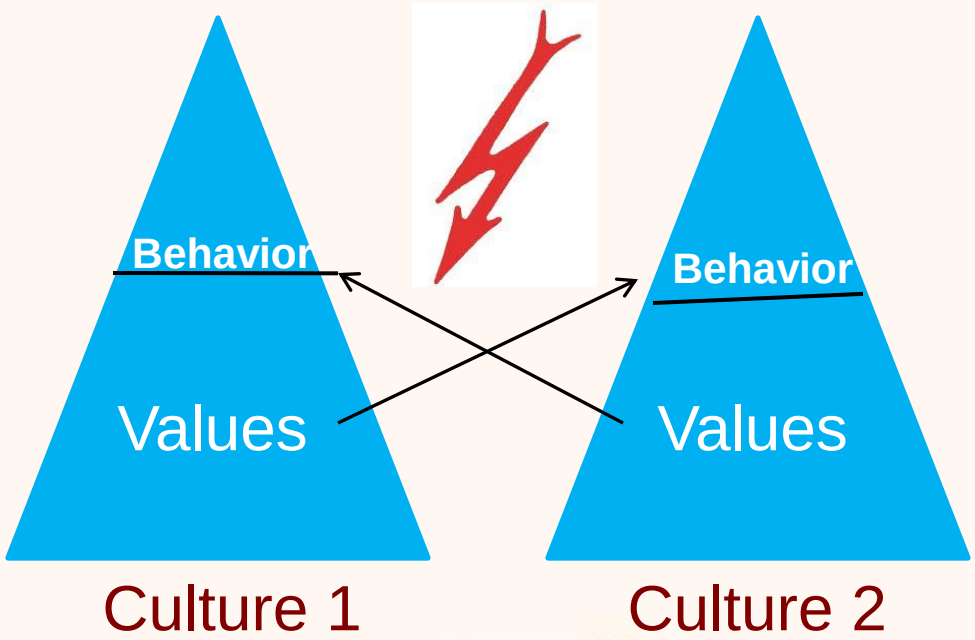
Culture 1 Culture 2



Meeting of two Icebergs

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When 2 people from different cultures meet, they tend to interpret the behavior of the other according to their own values and attitudes





How cultures differ:

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Person
Individualistic - Collectivistic

Orientation
Doing - Being

Power
Low power distance
High power distance

Structure
Order - Flexibility

Culture

Understanding of Time

Space
Closeness - Distance
Public - Private

Communication
Direct - Indirect

Context
High/Low - Direct/Indirect

Dealing with Rules
Universal - Particular



Culture Spectacles

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As we have seen with the Iceberg-Model, our values, attitudes and world views subconciously influence our behavior

This is why we see



- our environment
- the people around us
- and our own self

through the spectacles of our own cultural imprints



What is intercultural competency?

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Are you aware that each of your words and each of your gestures can be interpreted completely differently by another culture?

The first step to intercultural competency is

-to be aware of our own cultural spectacles
-to be aware that we are also perceived through cultural spectacles by others



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2nd workshop

Cultural dimensions

Your benefit:

You learn how to recognize and structure intercultural differences and experiences, in order to be able to deal with challenging situations that are caused by cultural differences



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3rd workshop

Culture of your choice

Your benefit:

You get to know a particular culture in greater detail and practice negotiating in an intercultural context. We practice different communication styles.



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4th workshop

Presentation styles

Your benefit:

You learn to present to a different culture, i.e. a lesson, a lecture, a sales presentation



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5th workshop

Understanding of time – multicultural teams

Your benefit:

You learn the significance time orientation has in an intercultural context

We discuss working in international teams and practice virtual communication



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6th workshop

Develop your own material

Here you can write a guideline for any of your professional conversations or a training module for the topic of your choice



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Between the workshops there will be field work, i.e. observation tasks, presentations on topics discussed, material research etc.

If you miss a workshop, it can be made up at a later time.

You will receive a certificate when you have participated in all the workshops.



Intercultural Competency saves time and money!

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Thank you for your attention!

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