

Cross Cultural Communication

Module 1.2



Cultural differences in communication manifest in the way in which each communicator thinks and behaves.

We will cover elements of effective communication such as active listening and negotiating. We will also address intercultural communication in terms of building relationships and fostering collaboration.

AIMS AND OBJECTIVES

Understanding Communication

To understand the process of communicating across cultural boundaries - one of the keys to developing cross-cultural competence.

Become Active Listeners

Active Listening is a technique that enables you to fully concentrate on what others are saying, and to understand their complete message.

Be aware of unconscious bias

Implicit bias are those things that influence are thinking and decision making, without us realising it.



WHY IS CROSS CULTURAL COMMUNICATION IMPORTANT

Cross-cultural communication allows people to avoid miscommunication and misinterpretation, instead opening up the possibility of fruitful relationships across previously daunting cultural barriers.

Steps to Active Listening

Start Here

Active listening is a technique that enables you to fully concentrate on what others are saying, and to understand their **complete message**.

It can make you more effective at work, increase your ability to influence and negotiate, and prevent misunderstandings.

1

Here's how to do it:

Pay Attention

Look at the speaker, be aware of their body language, and ignore distractions.





Show That You're Listening

Nod, smile and say "yes" or "uh-huh" from time to time, to **encourage the speaker to continue**.

2



Provide Feedback

Reflect the speaker's words back to them, and **ask questions** to check that you **understand correctly**.

3

4

Defer Judgment

Allow the speaker to **finish their point before** you offer a counter argument.
It's a discussion, not a race!



Respond Appropriately

Be **open, honest** and **respectful** of the speaker's opinion – even if you don't agree with it. If you understand one another's positions, you can work toward a shared goal.

5

EXPECTED OUTCOMES

- Deeper insights into cultural differences and backgrounds
- Insights into one's own interaction with others on several cross-cultural dimensions
- Practical directions and tools for successfully communicating and connecting with other cultures
- Strengthen cross-cultural competence of individual participants as well as the overall team performance in working with other cultures

Let's begin our journey towards better cross cultural communication



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