



# Welcome to Cross Cultural Communication





# Welcome to Cross Cultural Communication

- Define culture
- Explore culture
- Communicate







- A way of life of a group of people, the behaviors, norms, beliefs, values and symbols that they accept without thinking about them, and that are passed along by communication and imitation from one generation to the next.
- Explicit culture
- Implicit culture



# National Culture Dimensions

Individualism



Lower Power Distance



High Uncertainty  
Avoidance



Tough



Time Dimension (Precise  
vs. Loose)

Collectivism



Higher Power Distance



Low Uncertainty  
Avoidance



Tender



Time Dimension  
(Sequential vs. Synchrony)



# ALL CULTURES



# Global mindset

CURIOSITY

RESPECT

EMPATHY



# THE STAGES - GLOBAL MINDSET

CURIOSITY

learn

seek

appreciate



# GLOBAL MINDSET

## CURIOSITY

learn  
seek  
encourage

## RESPECT

remember  
commit  
acknowledge



# GLOBAL MINDSET

## CURIOSITY

learn  
seek  
encourage

## RESPECT

remember  
commit  
acknowledge

## EMPATHY

realize  
understand  
apologize

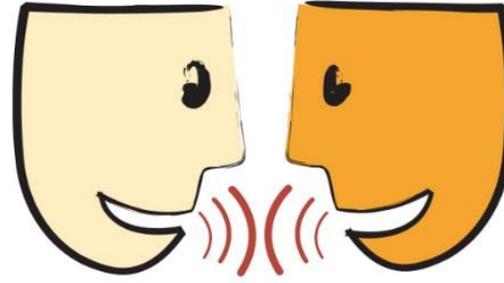


# LET'S

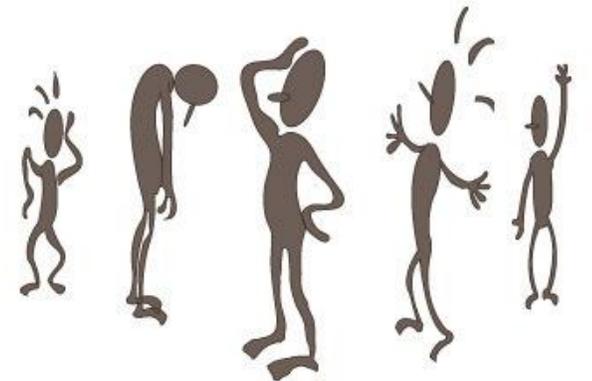
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# COMMUNICATE

VERBAL COMMUNICATION



NON-VERBAL COMMUNICATION





cuisine

books

travel

similar interests

language





age

economic level

nationality

religion

political affiliation



# Wangari

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# Kamau

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Wangari Kamau



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