

Communicating in a World of Diversity

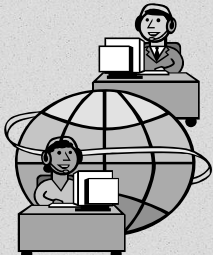
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Communication in a Diverse World

Multicultural Diversity	Intercultural Communication
Individual Characteristics	Cultural Backgrounds
Individual Experiences	Cultural Differences

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Opportunities in a Global Marketplace



Customers
Labor Sources
Job Possibilities

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Advantages of a Diverse Workforce

<p style="text-align: center;">Connecting with Customers</p>	
<p style="text-align: center;">Expanding the Talent Pool</p>	


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Challenges of Intercultural Communication

Language Usage	Employee Motivation	Nonverbal Signals
	Employee Communication	
Perception Patterns	Harmony and Cooperation	Values and Beliefs

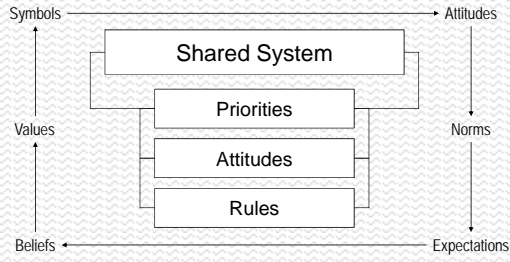
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Enhancing Sensitivity to Culture and Diversity

The Concept of Culture	
Ethnocentrism & Stereotyping	
Variations in a Diverse World	
The U.S. Business Culture	

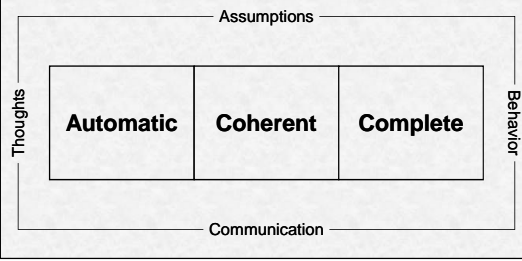
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The Concept of Culture



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Characteristics of Cultures



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Negative Cultural Attitudes

Ethnocentrism


Xenophobia

Stereotyping



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Cultural Pluralism



- ✓ Accept Distinctions
- ✓ Avoid Assumptions
- ✓ Avoid Judgments


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Recognizing Variations in a Diverse World

Contextual	Legal and Ethical	Social	Nonverbal
Age	Gender	Religion	Ability

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Cultural Context



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Legal and Ethical Behavior

Seek Mutual Ground

Withhold Judgment

Respect Differences

Send Honest Messages



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Social Behavior Differences

Work and Success

Roles and Status

Use of Manners

Concepts of time

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Nonverbal Differences

Greetings
and Touching

Personal
Space

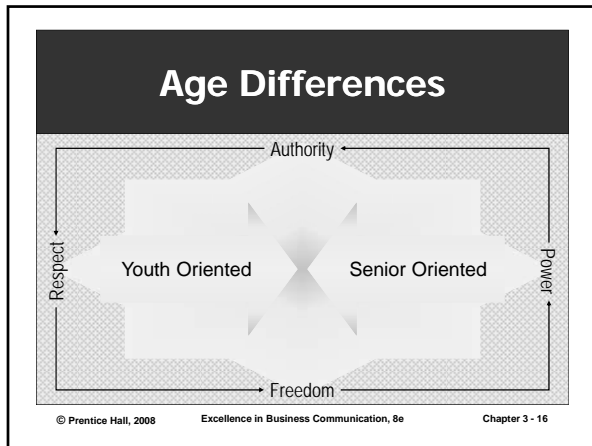
Facial
Expressions

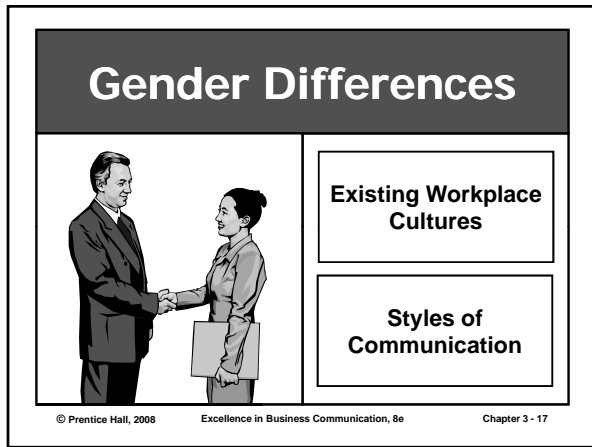
Eye Contact

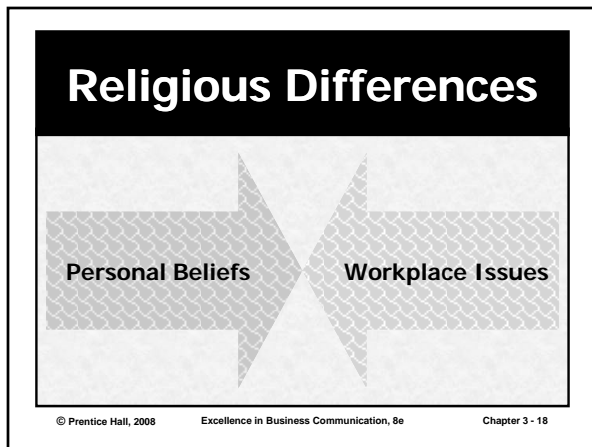
Posture

Formality


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Ability Differences

Assistive Technologies	
Customers	
Colleagues	
Employees	

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Adapting to U.S. Business Culture


Individualism	Equality	Privacy and Personal Space
Time and Schedules	Religious Beliefs	Communication Preferences


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Improving Intercultural Communication Skills

- **Studying cultures and languages**
- **Respecting communication styles**
- **Speaking and writing clearly**
- **Listening carefully to others**
- **Using interpreters or translators**
- **Helping others adapt to your culture**


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Studying Other Cultures	
	Social Customs
	Clothing and Food
	Political Patterns
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Studying Other Cultures	
	Religion and Folk Beliefs
	Business and Economics
	Ethics, Values, and Laws
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Learning Languages	
Facilitate Communication	
Promote Business Relationships	
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Respecting Communication Preferences

Degree of Formality	
Level of Directness	
Writing or Speaking	


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Writing Clearly

Plain English	Clear Language
Conciseness	Transitional Elements
International Addresses	Numbers and Dates
Slang, Jargon, and Idioms	References to Culture

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Intercultural Conversations

	✓ Speak clearly
	✓ Rephrase if needed
	✓ Seek feedback
	✓ Don't patronize
	✓ Check understanding

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