

### Definition:

- Ability to function effectively across cultures
- Valuable asset in an increasingly globalized world

### The 3 Dimensions:

- Knowledge: understanding values, norms, history and communication styles
- Skills: listening, asking questions, communication, building relationships
- Attitude: being open, curiosity, appreciating



### Internal & External effects

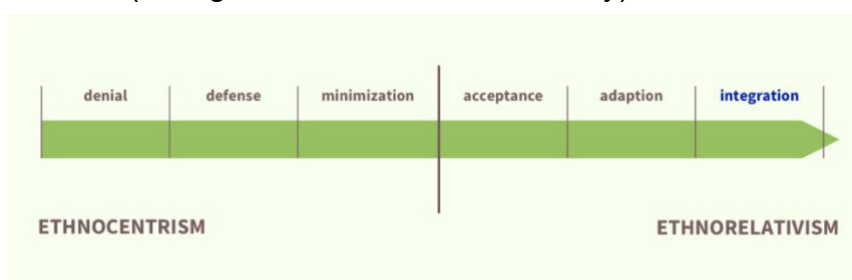
- Internal: growth in mindset and awareness
- External: improved communication, adapts body language, fewer assumptions

### Benefits in a workplace

- Better communication
- Smarter decision-making
- Higher customer satisfaction

### Models

- Iceberg Model of culture (visible and invisible aspects)
- Hofstede's 6 Dimension
  1. Power Distance
  2. Individuality
  3. Uncertainty
  4. Masculinity vs. Femininity
  5. Long term vs. short term
  6. Indulgence vs. restraint
- DMIS (6 stages of intercultural sensitivity)



- Culture shock curve: honeymoon -> frustration -> adjustment -> adapting

## **Development**

- 3 key components (knowledge, skills and attitudes)
- Methods: intercultural training, experiential learning, reflection and feedback

## **Challenges**

- Stereotypes and misunderstandings
- Uncertainty and ambiguity
- Requires: openness, empathy, reflection

## **Sources**

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