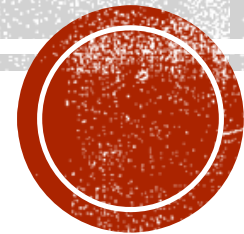


EVERYDAY DIVERSITY

A discussion on cross-cultural communication

Alejandro De Jesus, ACUI Region IV Conference
University of Colorado, Colorado Springs



GOALS

- Definitions
- Engage in conversation about cultural competence and cross cultural-communication
- Share ideas on effective ways to promote cross-cultural dialogue



DEFINITION

Cultural Competence:

- The ability to understand, appreciate, and interact with persons from other cultures and/or belief systems other than one's own, based on various factors.

- Segens Medical Dictionary



CROSS-CULTURAL COMMUNICATION

- The interaction with persons of different cultural, ethnic, racial, gender, sexual orientation, religious, age and class background.



MICRO AGGRESSION

- A subtle but offensive comment or action directed at a minority or other non-dominant group that is often unintentional or unconsciously reinforces a stereotype.



WHAT DO YOU THINK?

- Cross-cultural competence is a process.
- Speaking different languages makes me competent.
- Being around different cultures makes me competent.
- Learning about myself is just as important as learning about others.



MAJOR COMPONENTS OF CULTURAL COMPETENCY

- Awareness- valuing diversity
- Attitude- believing in the importance of diversity
- Knowledge- understanding cultural impacts
- Effective Action- using skills to be productive



**Why is cross-cultural competence
important in our profession?**



COMMUNICATION

55% of our communication comes
from **body language**.



COMMUNICATION CUES

- Weak handshake
- Avoiding eye contact
- Staring
- Fidgeting
- Slouching
- Crossing your arms



APPLY THE PLATINUM RULE

**“Treat others the way you
want to be treated”**



SEEK FIRST TO UNDERSTAND

...and be understood

“You may say you care and appreciate me but, how can you appreciate me when you don’t even understand me?”



AGREE TO DISAGREE

...without being insulting

“Agreeing to disagree is better than unexpressed disagreement.”



USE LABELS APPROPRIATELY

...and treat people with dignity and respect.

“My team is made up of Roger, Wayne, Emily and a Hispanic guy.”



APPLY THE HUMOR TEST

Is what I am saying or doing...

- Professional?
- Respectful?
- Stereotyping?
- Disparaging?



Although English is considered the international language of business, only **800 million** people around the world are native English speakers.

There are **7 Billion** people in the world.



YOUR THOUGHTS

- How would you define “cross-cultural” competence?
- What are some of the opportunities in your position to enhance your cross-cultural competence?



CULTURAL COMPETENCY

- Proactively builds and maintains relationships with international and external customers.
- Anticipates customer needs and then responds quickly and effectively.
- Builds associations and contributes to team /organizational success.
- Maintains good relationships with others.
- Fosters a climate of inclusion, where diverse thoughts are freely shared and integrated.
- Works and responds effectively with people of all backgrounds and viewpoints in a manner that acknowledges, affirms, and values, their differences, similarities, and worth.

-Interpersonal/Intercultural Competency, HFS

