

CROSS CULTURAL APPROACH

IMAGES

Cross Cultural Awareness

- **“...the single greatest barrier to business success is the one erected by culture.”**

Edward T. Hall and Mildred Reed Hall

- **“Culture is a thin but very important veneer (*pellicola*) that you must be careful not to scratch. People from different cultures are basically the same and respond in the same way. However, make sure that you understand their basic customs and show an interest and willingness to learn the differences between your cultures.”**

Mike Wills

- Understanding other people's languages, cultures, etiquettes and taboos is of great value to the traveller or visiting business person.
- Today, more than ever business success requires intercultural awareness and effective cross cultural communication skills.
- Working, meeting, dealing, entertaining, negotiating and corresponding with colleagues or clients from different cultures can be a minefield. One wrong movement or basic misunderstanding could ruin or delay months of work.
- Understanding and appreciating intercultural differences ultimately promotes clearer communication, breaks down barriers, builds trust, strengthens relationships, opens horizons and yields tangible results in terms of business success.

To be cosmopolitan



To look at long term goals



To increase in value your job



To understand all everywhere



Citizens of the world



To discover the hearth of the earth



To consider the world as a gift

