

## Professional Communication – Cross Cultural Understanding

After you have completed the Tasks in your textbook you can use the Answer keys below to check your work. **Don't Forget to complete the final Task on this handout.**

**28.1** cross-cultural competences, cross-cultural differences, corporate culture, cultural assumptions, cultural awareness, cultural differences, cultural diversity, cultural impact, cultural stereotypes, culture shock, prevailing culture

The Quest Cultural Training course will provide you with:

- A better understanding of the cultural impact of your business and corporate culture in countries where you operate
- The opportunity to enhance your cultural awareness and develop cross-cultural competences by giving you practical tools to reduce cross-cultural misunderstanding
- The opportunity to examine your own cultural assumptions and avoid seeing others through narrow cultural stereotypes.

<b>28.2</b>	Small power distance – New Zealand	Large power distance – Malaysia
	More individualist – the UK	More collectivist – China
	Strong uncertainty avoidance – Japan	Weak uncertainty avoidance – the UK
	More masculine values – the USA	More feminine values – the Netherlands

**28.3** 1 values, 2 codes of behaviour/norm/unwritten rules, 3 comfort zone, 4 'silo' mentality (This is a metaphor based on farming, where food is stored for a long time in containers called silos, and is therefore not available for consumption.)

### FINAL TASK:

You have been asked to prepare a training presentation for a group of new international employees who recently arrived in your country to work for your company.

- What are the main cross-cultural points you would include in a presentation?  
(You should choose at least 1 from each category in Text A)
- What is one cultural activity that you would ask everyone to participate in so they could better understand your culture?

### Presentation Points:

- 1.
- 2.
- 3.

**Cross-Cultural Activity:**

**Personal Reflection:**

**What is the most valuable thing you have learned from this class this semester?**

**What is one improvement that you would make about this class if you were the teacher?**