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DESIGNATION – SENIOR ANALYST

TOPIC – CULTURAL SENSITIVITY

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* **Culture**

When the group of people shares common idea it is called as culture. Deep, common experiences, values, norms and beliefs shared by a group of people.

* **How does culture influence individuals?**
* Delineates people
* Establishes patterns of behavior
* Influences interests, motives, priorities, communication, negotiation strategies
* **Values and beliefs:**

Values generate beliefs.

Example:

* Belief: Men and women are unequal.
* Value: Equality
* In the above example, we can see that underlying value can be derived from belief.
* **Components of culture:**

Culture is like iceberg. Most of the aspects are hidden and only some are visible.

* **Visible aspect:**
* **Invisible aspect:**