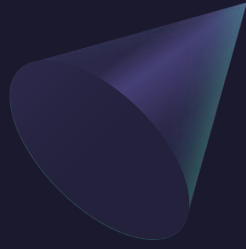




# VOLUNTEER TRAINING FOR ICPC 2022 WORLD FINAL

TOPIC: EFFECTIVE CROSS-  
CULTURAL COMMUNICATION

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# A Conference Call in Real Life



“The single biggest problem in communication is the illusion that it has taken place.” - *George Bernard Shaw (1856 – 1950),*

com·mu·ni·ca·tion  
\  
kə-  
myü-nə-'kā-shən  
\

A process by which information  
is exchanged between  
individuals through a common  
system of symbols, signs, or  
behavior

# Effective Communication helps us....



To better understand a person or situation



To enable us to resolve differences



To build trust and respect

# Psychology says,



No people ever  
communicate perfectly.



However, the more clearly  
we communicate, the  
greater is our ability to trust



To inform



To persuade



To build a relation

# Goals of Communication

# Why is Effective Communication Important?



The ability to effectively communicate is a vital tool for professional and personal success.



Effective communication can help you influence others.



Your capacity to communicate is often seen as an indicator of your ability and intelligence.



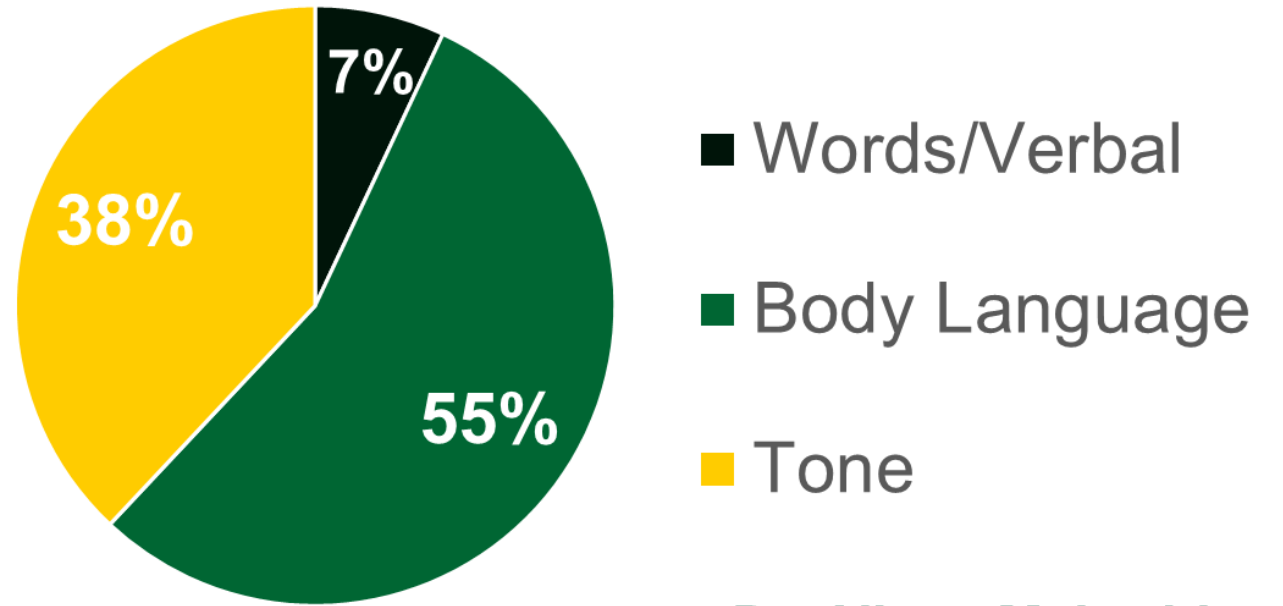
“Seek first to  
understand, then to be  
understood.” –  
*Stephen R. Covey*  
*(1932 – 2012)*



Research says,

80% of  
workplace  
issues are  
communication  
related.

# Elements of Human Communication



**Dr. Albert Mehrabian**



If words disagree with the tone of voice and nonverbal behavior, people tend to believe the tonality and nonverbal behavior. - *Dr. Albert Mehrabian* (1939-\_\_\_\_)



ACTIVE  
LISTENING



NON-VERBAL  
BEHAVIOR



STRESS  
MANAGEMENT



EMOTIONAL  
AWARENESS

# Effective Communication

# Active Listening



More than just hearing  
someone speak.



You fully concentrate on  
what is being said.



You listen with all your  
senses and give your full  
attention to the person  
speaking.

# Active Listening Strategies



FOCUS completely on the speaker



AVOID interrupting or redirecting



AVOID being judgmental



SHOW your interest



CREATE a safe environment



MAKE the speaker feel heard & understood

# Are you an active listener?



# 7 Tips to Become a Better Listener

LISTEN	ACTIVELY listen and become empathetic to other's views and concerns
WELCOME	WELCOME the opportunity to hear competing points of view
DON'T TAKE	DON'T take criticism personally and practice what you speak
SEEK	SEEK further information to clear ambiguity
TAKE	TAKE time to understand the context and reasoning of received communication
REMEMBER	REMEMBER to pause and let others finish what they have to say
RESPOND	RESPOND promptly to other's communication

“We have two ears and one mouth, so we should listen more than we say.”  
– *Zeno of Citium* (334 BC)

# Nonverbal Communication



FACIAL  
EXPRESSIO  
NS

EYE  
CONTACT

BODY  
MOVEMENT  
&  
GESTURES

POSTURE

TONE OF  
VOICE

MUSCLE  
TENSION &  
BREATHING

# Improve how you read nonverbals!



People watching

Be aware of  
individual  
differences

Look at  
nonverbal  
signals as a  
whole



What went  
wrong here?



How does stress affect  
your communication?

When is stress in a formal  
situation good? When not  
good?

How do you deal with  
stress?

## Managing Stress

# Tips to Manage Stress in the Moment



RECOGNIZE when you're stressed



IDENTIFY your stress response



BRING your senses to the rescue



FIND sensory inspiration



MAKE quick stress relief a habit



PRACTICE wherever you are

# Use Your Senses to Relieve Stress

## Use Your Senses to Relieve Stress



HelpGuide



# Emotional Awareness



Understand and  
empathize with what is  
troubling others.

Understand yourself –  
what is really troubling  
you and what do you  
really want?

Helps you at times when  
to talk about what.

Why?

# Develop Your Emotional Awareness



Emotional Awareness can be learned and developed.




Once strongly developed, you'll know what you're feeling without having to think about it.



You'll be able to use those emotional cues to more accurately read others.



# Paul Watzlawick (1921 – 2007)



YOU CANNOT NOT COMMUNICATE.  
EVERY BEHAVIOR IS A KIND  
OF COMMUNICATION. BECAUSE  
BEHAVIOR DOES NOT HAVE A  
COUNTERPART (THERE IS NO  
ANTI-BEHAVIOR), IT IS NOT  
POSSIBLE NOT TO COMMUNICATE.



PAUL WATZLAWICK

# Cross-cultural Communication: The Platinum Rule

“Communicate with others the way they want to be communicated with.”

# Top 10 Tips for Effective Cross-Cultural Communication

Maintain etiquette

Take turns to talk

Avoid slang

Write things down

Speak slowly

Avoid closed questions

Keep it simple

Be careful with humour

Practice active listening

Be supportive

## **Top Ten Tips for Effective Cross-Cultural Communication**

In a cross-cultural setting, communication issues can take on an added dimension of complexity. Every culture has its own set of tacit assumptions and tendencies when it comes to face-to-face interactions, and a smooth communication can sometimes be difficult if one is not fully aware. Here are our top ten tips for effective cross-cultural communication:

### **1. Maintain etiquette**

Many cultures have specific etiquette around the way they communicate. Before you meet, research the target culture, or if time allows, do some cross cultural training. For example, many cultures expect a degree of formality at the beginning of communication between individuals. Every culture has its own specific way of indicating this formality: ‘Herr’ and ‘Frau’ in Germany, reversing family and given names in China and the use of ‘san’ in Japan for men and women etc. Be aware of these familiarity tokens and don’t jump straight to first name terms until you receive a cue from the other person to do so.

### **2. Avoid slang**

Not even the most educated non-native English speaker will have a comprehensive understanding of English slang, idioms and sayings. They may understand the individual words you have said, but not the context or the meaning. As a result you could end up confusing them or at worst, offending them.

### **3. Speak slowly**

Even if English is the common language in a cross cultural situation it’s not a good idea to speak at your normal conversational speed. Modulating your pace will help, as will speaking clearly and pronouncing your words properly. Break your sentences into short, definable sections and give your listener time to translate and digest your words as you go. But don’t slow down too much as well. If the person you’re speaking to is talking too quickly or their accent is making it difficult for you to understand them, don’t be afraid to politely ask them to slow down too.

### **4. Keep it simple**

In a cross cultural conversation there’s no need to make it harder for both of you by using big words. Just keep it simple. Two syllable words are much easier to understand than three syllable words, and one syllable words are better than two syllable words. Say “Please do this quickly” rather than “Please do this in an efficacious manner.”

### **5. Practice active listening**

Active listening is a very effective strategy for improving cross cultural communication. Restate or summarise what the other person has said, to ensure that you have understood them correctly, and ask frequent questions. This helps build rapport and ensures that important information doesn’t get missed or misunderstood.

### **6. Take turns to talk**

Make the conversation flow more freely by taking it in turns to speak. Make a point and then listen to the other person respond. Particularly when people are speaking English as their second

language it's better to talk to them in short exchanges rather than delivering a long monologue that might be difficult for them to follow.

### **7. Write things down**

If you're not sure whether the other person has understood you properly, write it down to make sure. This can be particularly helpful when discussing large figures. For example, in the UK we write a billion as 1,000,000,000 but in the USA, it's written as 1,000,000,000,000.

### **8. Avoid closed questions**

Don't phrase a question that needs a 'yes' or 'no' answer. In many cultures it is difficult or embarrassing to answer in the negative, so you will always get a 'yes' even if the real answer is 'no'. Ask open-ended questions that require information as a response instead.

### **9. Be careful with humour**

Many cultures take business very seriously and believe in behaving professionally and following protocol at all times. Consequently they don't appreciate the use of humour and jokes in a formal context. If you do decide to use humour make sure it will be understood and appreciated in the other culture and not cause offence.

### **10. Be supportive**

Effective cross cultural communication is about all parties feeling comfortable. In any conversation with a non-native English speaker, treat them with respect, do your best to communicate clearly and give them encouragement when they respond. This will help build their confidence and trust in you.