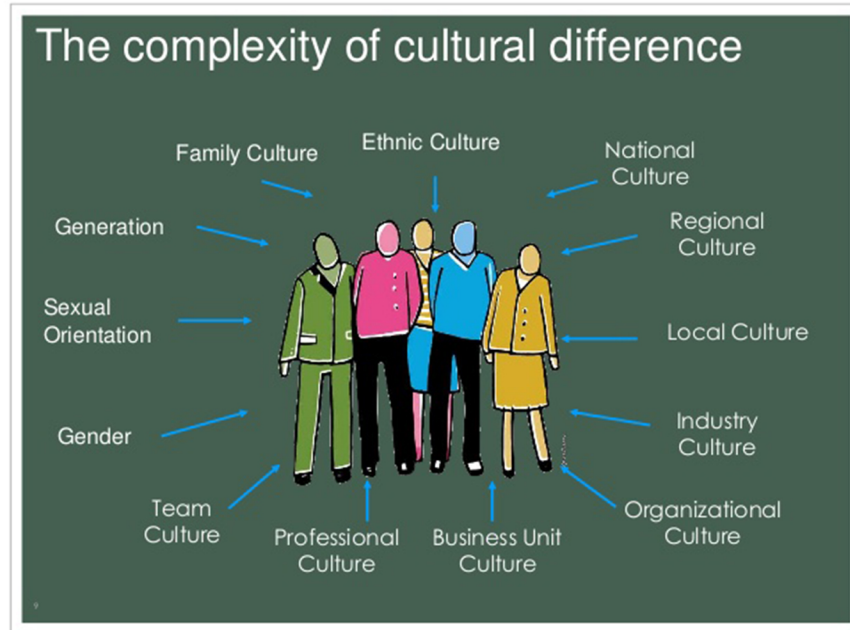


Cultural Awareness

is the foundation of communication and it involves the ability of standing back from ourselves and becoming aware of our cultural values, beliefs and perceptions.



Take your office, for example. Your personal culture may be a different ethnic or regional culture from your colleagues. What unites the team is an overarching organizational culture that's based on a particular mission statement and set of values. Through that mission statement, you've focused, as a company, on particular audiences—ones that might be intergenerational and becoming increasingly more global. It's likely you're then communicating with people from various locations, perspectives, and cultural backgrounds.

How to Cultivate Cultural Awareness

The Society for Human Resource Management (SHRM) reports that culture impacts productivity, explaining that "employees from different backgrounds are motivated by different incentives and react differently to various management and communication styles." For example, Swedish management tends to be decentralized and democratic, according to research by linguist Richard Lewis, whereas American managers are collaborative, yet tend to prioritize their own interests and career. Acknowledging and reconciling those subtle differences can improve communication and lead to a more motivated workforce.

"There's not a clear path or one model that's going to fit every situation," Dr. Patty Goodman says. "It's more taking the time and going through the inquiry process and, in the midst of that, recognizing the types of questions that need to be asked and what communication needs to be adjusted."

--> <https://www.northeastern.edu/graduate/blog/cultural-awareness-at-work/>

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<http://cmscl.sbcounty.gov/isd-ddc/Events.aspx>

