

Intercultural Communication



A glowing blue brain is the central focus, surrounded by various molecular structures. The background is a deep blue with a subtle glow, and the molecular models are rendered in a lighter blue, giving a scientific and futuristic feel.

the brain

is your best friend

but also your worst enemy

A glowing blue brain is the central focus, surrounded by various molecular structures. The background is a deep blue with a bright light source behind the brain, creating a lens flare effect. The molecular structures are composed of small spheres connected by lines, representing chemical bonds. The overall aesthetic is scientific and futuristic.

The BRAIN

is lazy

The path of least resistance

The apples I picked were the nicest ones on the tree



The background of the image is a blue-tinted scene featuring a human brain in the center. The brain is rendered with a glowing, ethereal blue light. Surrounding the brain are numerous molecular structures, likely representing chemical or biological processes, also glowing with a blue light. The overall aesthetic is scientific and futuristic.

The BRAIN

is a party-pooper

Our **brains** are programmed to
look for the **negatives**
before the positives

seeing negatives is a default

seeing positives is a choice

Behind the behaviour
there is often a

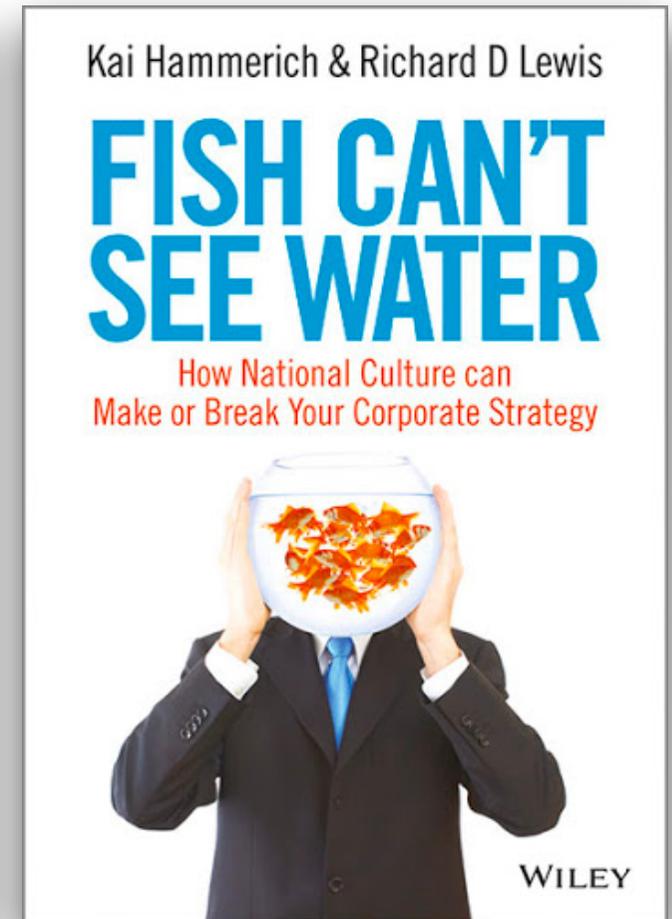
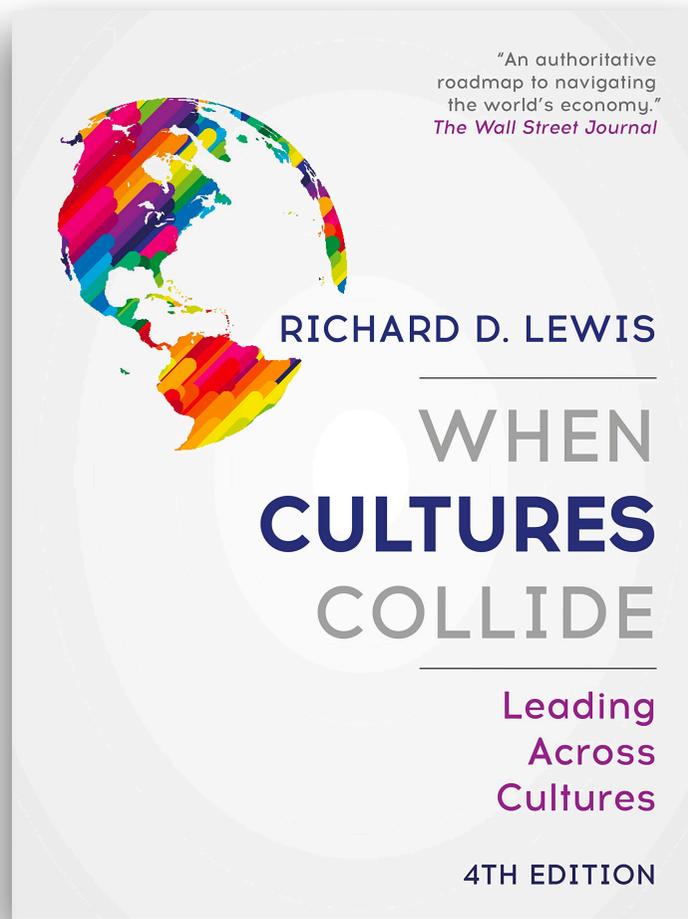
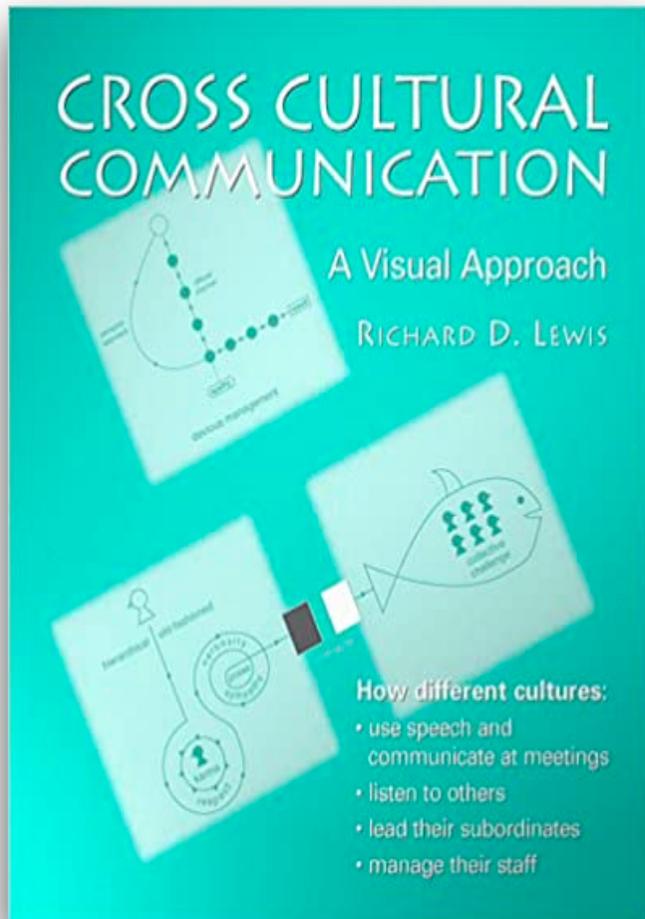
POSITIVE INTENTION

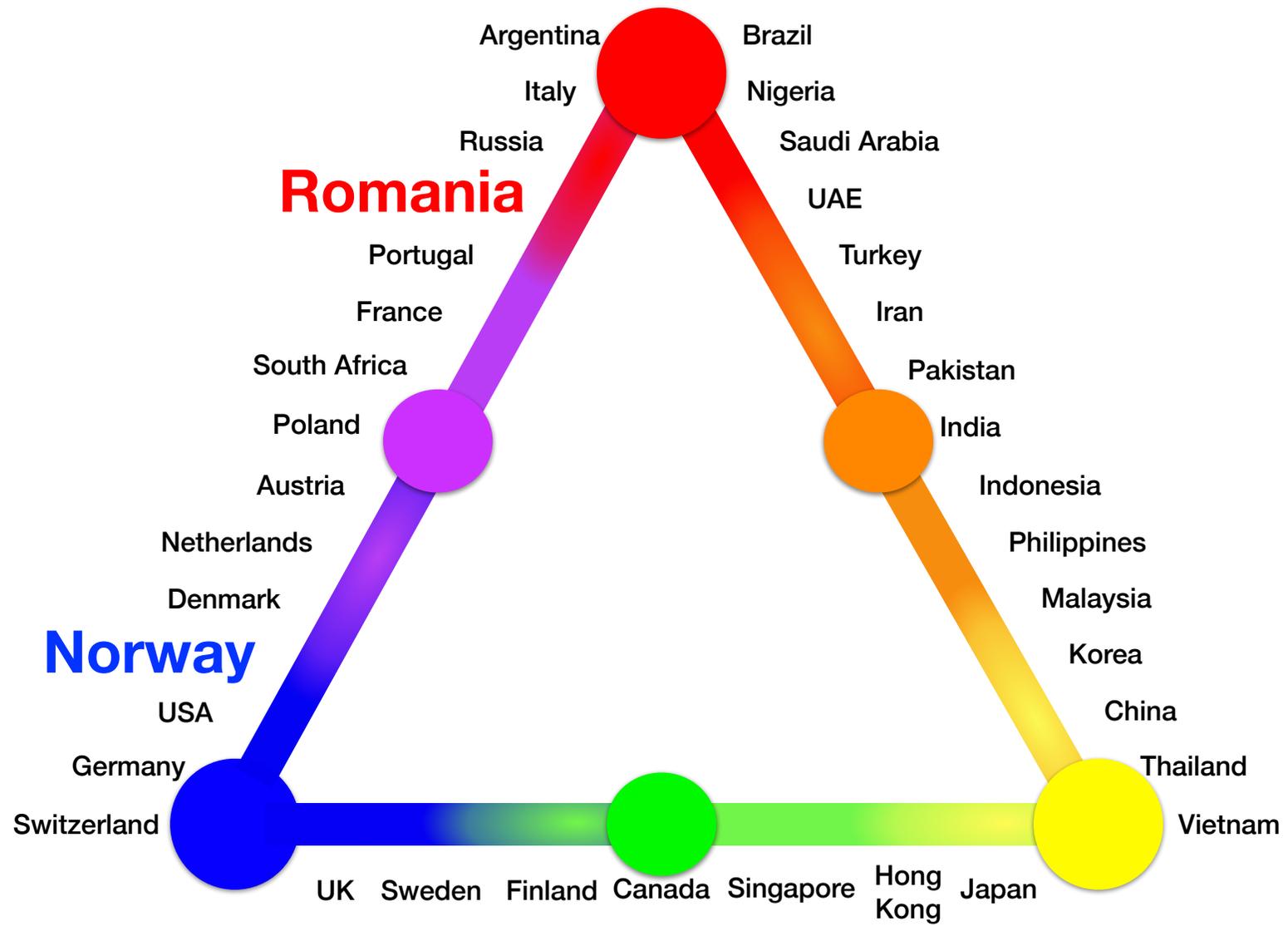
CULTURE

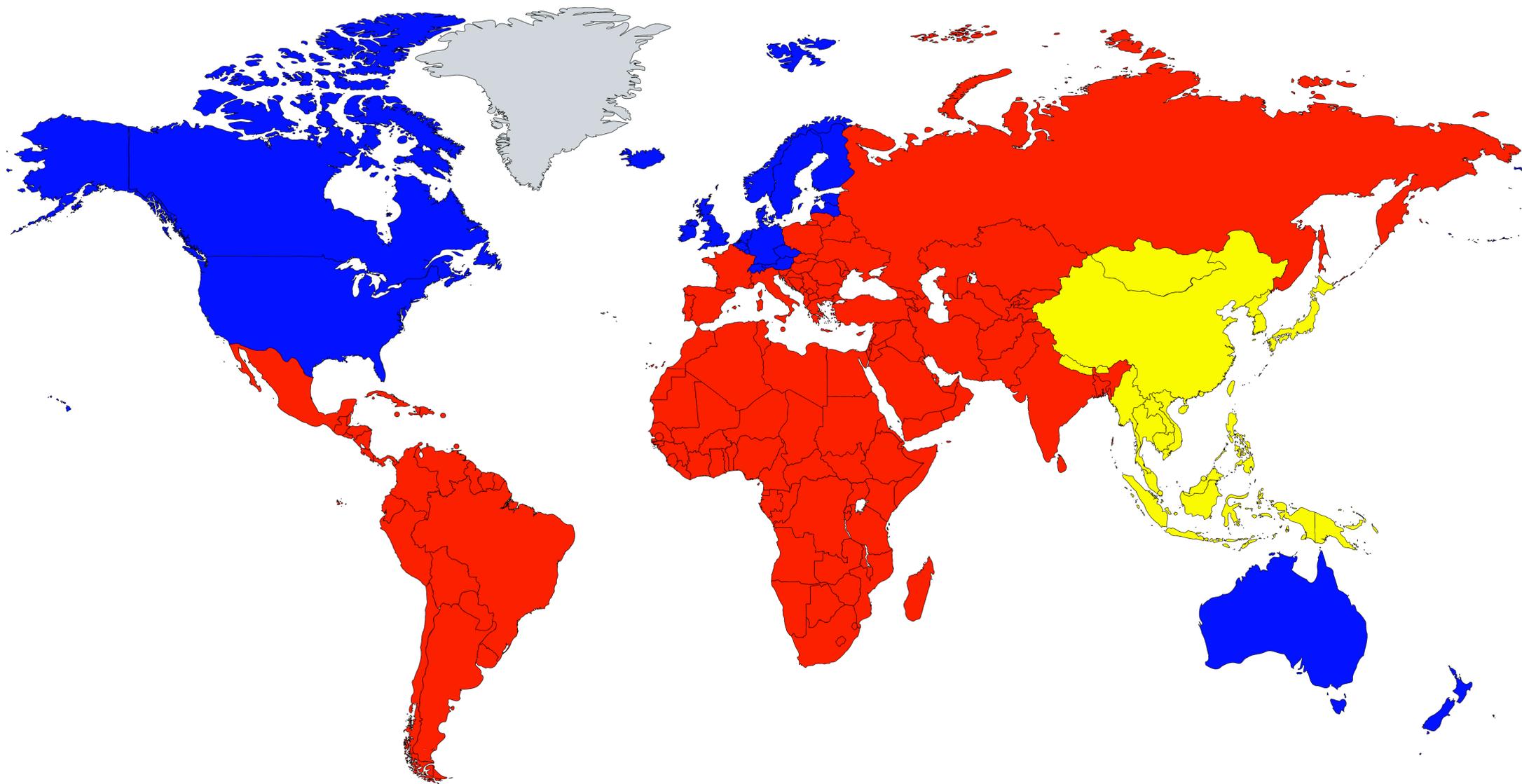
*"The way we do things
around here."*



Richard Lewis
Communications







Talks half of the time
Does one thing at a time
Talks at medium pace
Thinks briefly, then speaks
Polite but direct, cool
Partly hides feelings
Confronts with logic and reason
Being clear / providing hard facts is important
Truth before diplomacy
Dislikes losing face but will admit if they are wrong
Respects and values rules highly and tries to follow them
Written word / text is important
Contracts = binding document
Assertive - pragmatic - get things done
Results-focused
Prefers working with people who get things done
Minimises hierarchy

Talks most of the time
Does several things at once
Talks fast
Thinks out loud
Emotional - heats up quickly
Displays feelings
Confronts emotionally
Creating a good impressions and giving one's opinion is important
Flexible truth
Is good at providing excuses and explanations
Often ignores rules
Spoken word more important
Contracts = ideal document
Aggressive - demands loyalty
Relationship-focused
Prefers working with people he likes and show loyalty
Maximises hierarchy

Listens most of the time
Reacts to counterparts actions
Talks slowly
Thinks carefully, then speaks
Polite, indirect, controlled
Hides negative feelings
Avoids confrontation
Creating a sense of harmony and collaboration is priority
Diplomacy before truth
Must not lose face, will avoid brutal truth if possible
Interprets rules flexibly
Face-to-face contact preferable
Contracts = a statement of intent
Passive - wait and see
Harmony-focused
Prefers working with people who do not rock the boat
Respects hierarchy

RULES

RULES

Communication style

Communication style

showing feelings

showing feelings

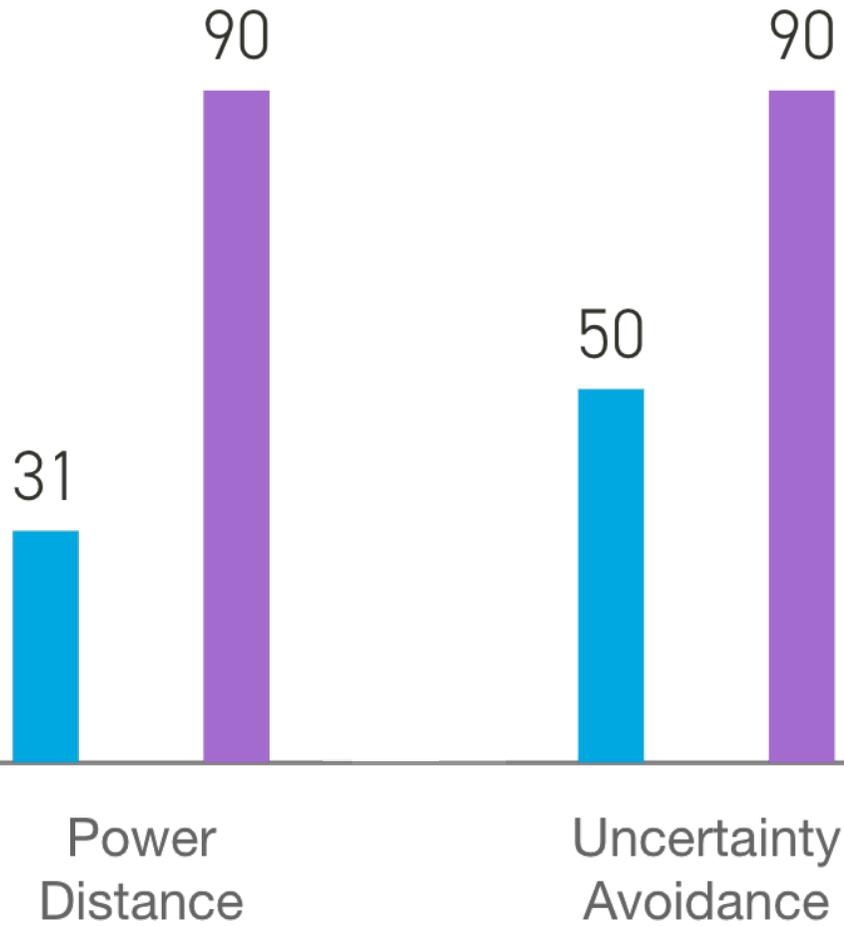


OSLO 1973

The King of Norway

Norway

Romania



UNCERTAINTY AVOIDANCE

POWER DISTANCE INDEX (PDI)

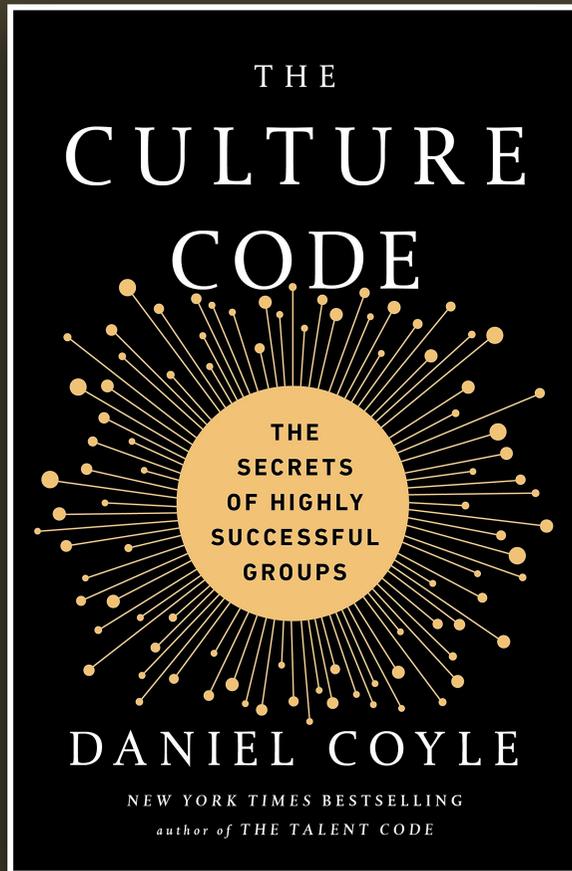
This dimension expresses the degree to which the less powerful members of a society accept and expect that power is distributed unequally. The fundamental issue here is how a society handles inequalities among people.

People in societies exhibiting a large degree of Power Distance accept a hierarchical order in which everybody has a place and which needs no further justification. In societies with low Power Distance, people strive to equalise the distribution of power and demand justification for inequalities of power.

UNCERTAINTY AVOIDANCE

The dimension Uncertainty Avoidance has to do with the way that a society deals with the fact that the future can never be known: should we try to control the future or just let it happen? This ambiguity brings with it anxiety and different cultures have learnt to deal with this anxiety in different ways. ***The extent to which the members of a culture feel threatened by ambiguous or unknown situations and have created beliefs and institutions that try to avoid these*** is reflected in the score on Uncertainty Avoidance.

Daniel Coyle



Are we safe? ✓

Are we connected? ✓

Do we share a future together? ✓

What is the **"X FACTOR"** you need
to create **REAL CONNECTION?**

curiosity

vulnerability

Intercultural Communication

