







Poll Slide

- Are you a native English speaker?

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Γειά 喂 สวัสดี hello
안녕하세요 olá
Hej Oi! Olá! ciao hola
Привіт guten tag
aloha
今日は goddag Chào ahn / Chào chị
こんにちは shalom
hallo Привет

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OVERVIEW

- Global Communication
- Barriers
- Examples
- Strategies
- Bottom Line € £ ¥ \$

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Global Communication

- Definition
- Types
- Impact



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Barriers

- Lack Of
 - Cross cultural skills
 - Training
- Cultural Misunderstandings
 - Different cultural traditions
 - Different workplace “norms”



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- Have you ever seen or heard an incident or conversation, that involved a miscommunication due to a difference in native language or culture?

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Examples



Corporate Cultural & Diversity Inclusion Successes

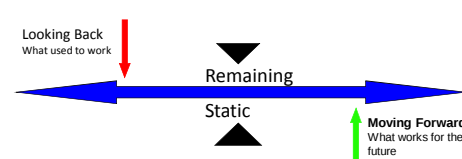
- Dove – Unilever
- TNT
- Royal Mail - UK

Source – The Business Impact of Equality and Diversity – The International Evidence – Kathy Monks
National Centre for Partnership and Performance and Equality Authority

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Cultural Company Compass

Which Direction Are You Pointing?



Looking Back
What used to work

Remaining

Static

Moving Forward
What works for the future

Recruitment, Training, Management of a Culturally Competent Workforce

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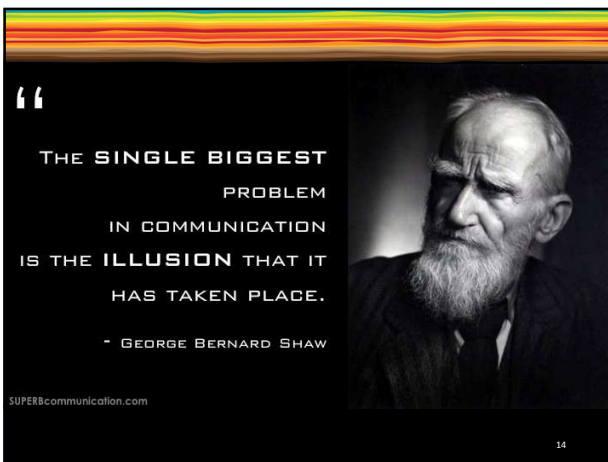
Strategies



- Cultural Competence
 - What is it?
- Communication
 - What Gets Lost In Translation
 - Verbal
 - Non Verbal

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Verbal Communication

- Speaking
 - Conversation
 - Teleconferencing
 - Presentations

A photograph showing a group of people seated around a large conference table in a meeting room. Some individuals are looking towards the camera, while others are looking at documents or laptops. The room has large windows in the background.

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- Have you ever given someone a “thumbs up” or held up your fingers to indicate time left in a presentation?

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Non Verbal Communication Kinesics

- Emblems
- Illustrators
- Regulators
- Affect Displays
- Adaptors

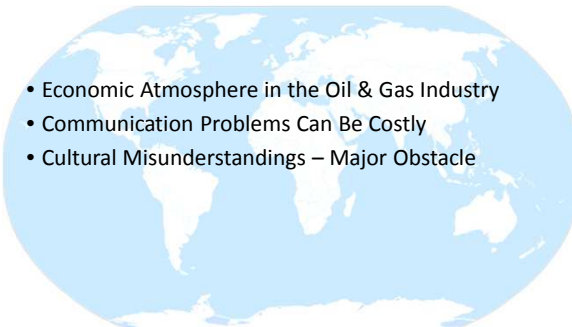


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Effects On The Bottom Line € £ ¥ \$

- Economic Atmosphere in the Oil & Gas Industry
- Communication Problems Can Be Costly
- Cultural Misunderstandings – Major Obstacle



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Review



- ☐ Global Communications
- ☐ Barriers
- ☐ Examples
- ☐ Strategies
- ☒ Bottom Line €£¥\$

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A word cloud featuring the phrase 'thank you' in numerous languages and scripts, including English, Spanish, French, German, Italian, Japanese, Korean, and others. The words are arranged in a circular pattern with varying font sizes and colors.

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