



**WORLD CREDIT UNION CONFERENCE**  
**THE BAHAMAS**  
**28-31 JULY 2019**



**World Council**



**CARIBBEAN  
CONFEDERATION  
OF CREDIT UNIONS**



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# Cultural Intelligence And Intercultural Differences



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A pair of hands, palms facing each other, holding a world map. The map is spread across the palms and fingers, with the continents of North America, South America, Africa, Europe, Asia, and Australia visible. The map is color-coded by country and includes labels for major cities and bodies of water like the Atlantic Ocean and Indian Ocean. The hands are positioned in a way that suggests a global embrace or a shared responsibility for the world.

# Cultural Intelligence GWLN as Cross-Cultural movement





Do you think it is important?





**How do we define culture?**



# CULTURE

a system of behaviour that helps us  
act in an **accepted** or **familiar** way

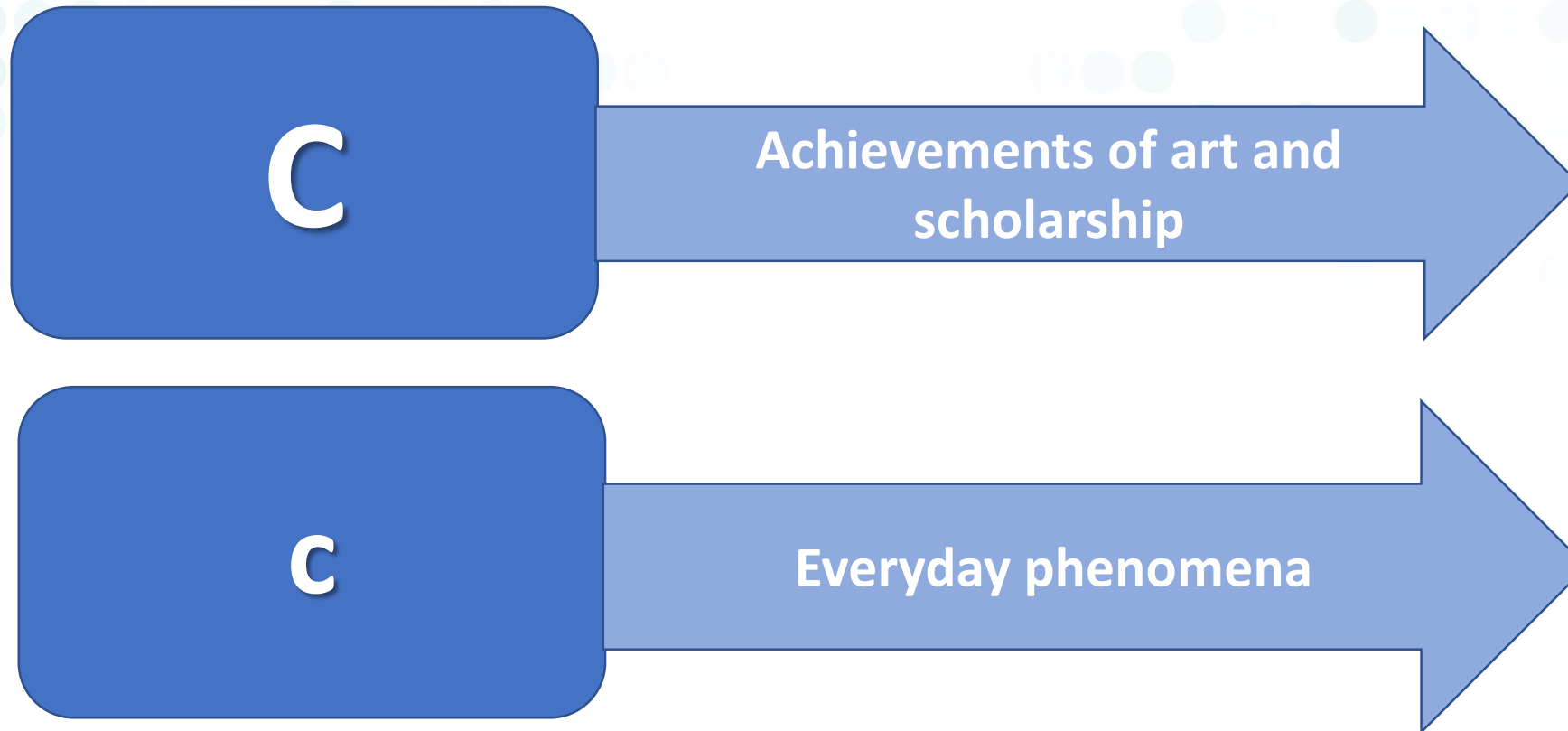
**Awareness**



**Subconscious**



# Culture and culture



People see what  
they want to see



Openness

Curiosity

Non-verbal and  
verbal  
communication

Worldview  
frameworks

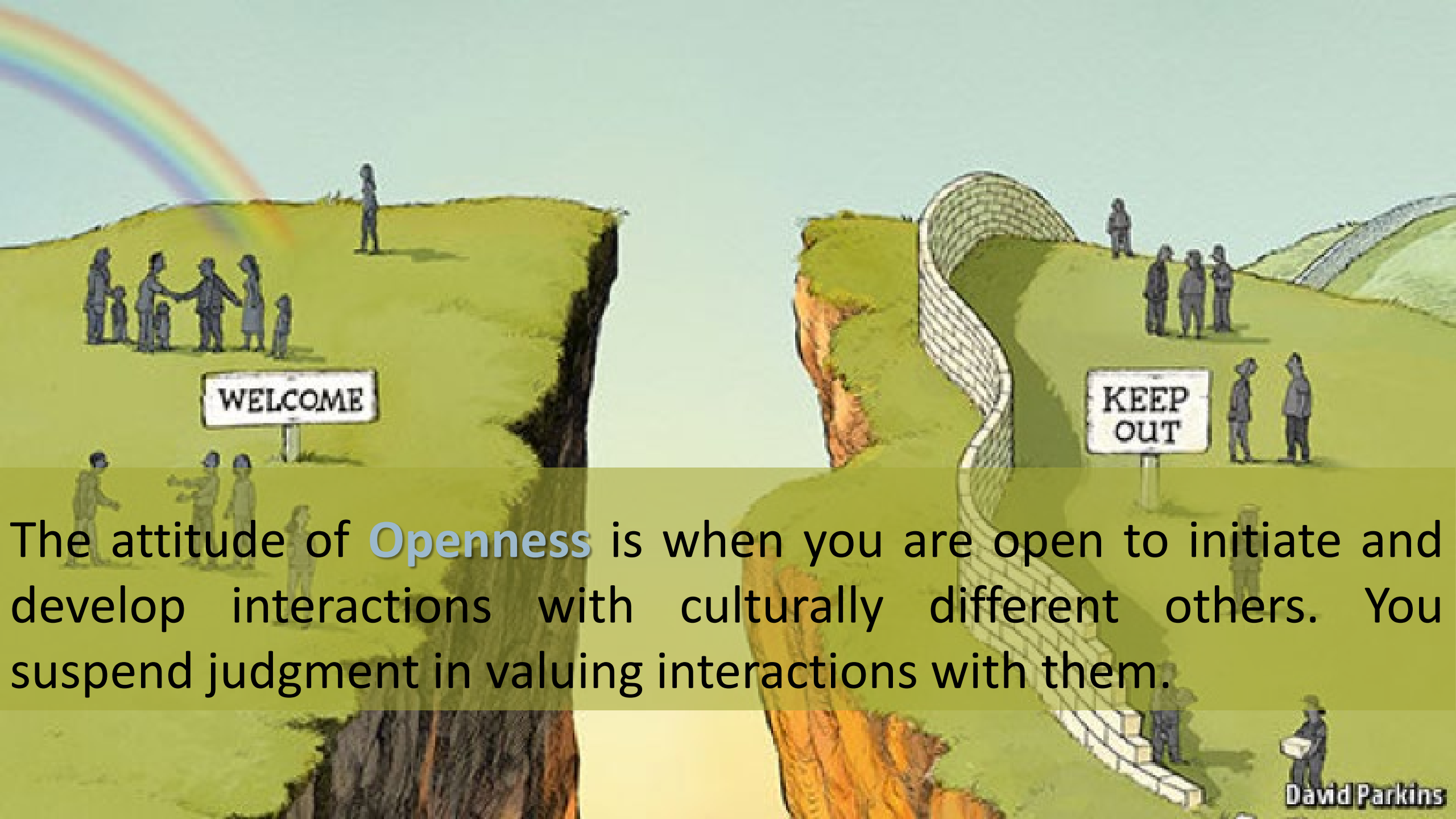
Empathy

Cultural self-awareness



Six intercultural constructs





The attitude of **Openness** is when you are open to initiate and develop interactions with culturally different others. You suspend judgment in valuing interactions with them.



The attitude of **curiosity** means that you ask complex questions about other cultures. You can articulate answers to these questions that reflect multiple cultural perspectives.

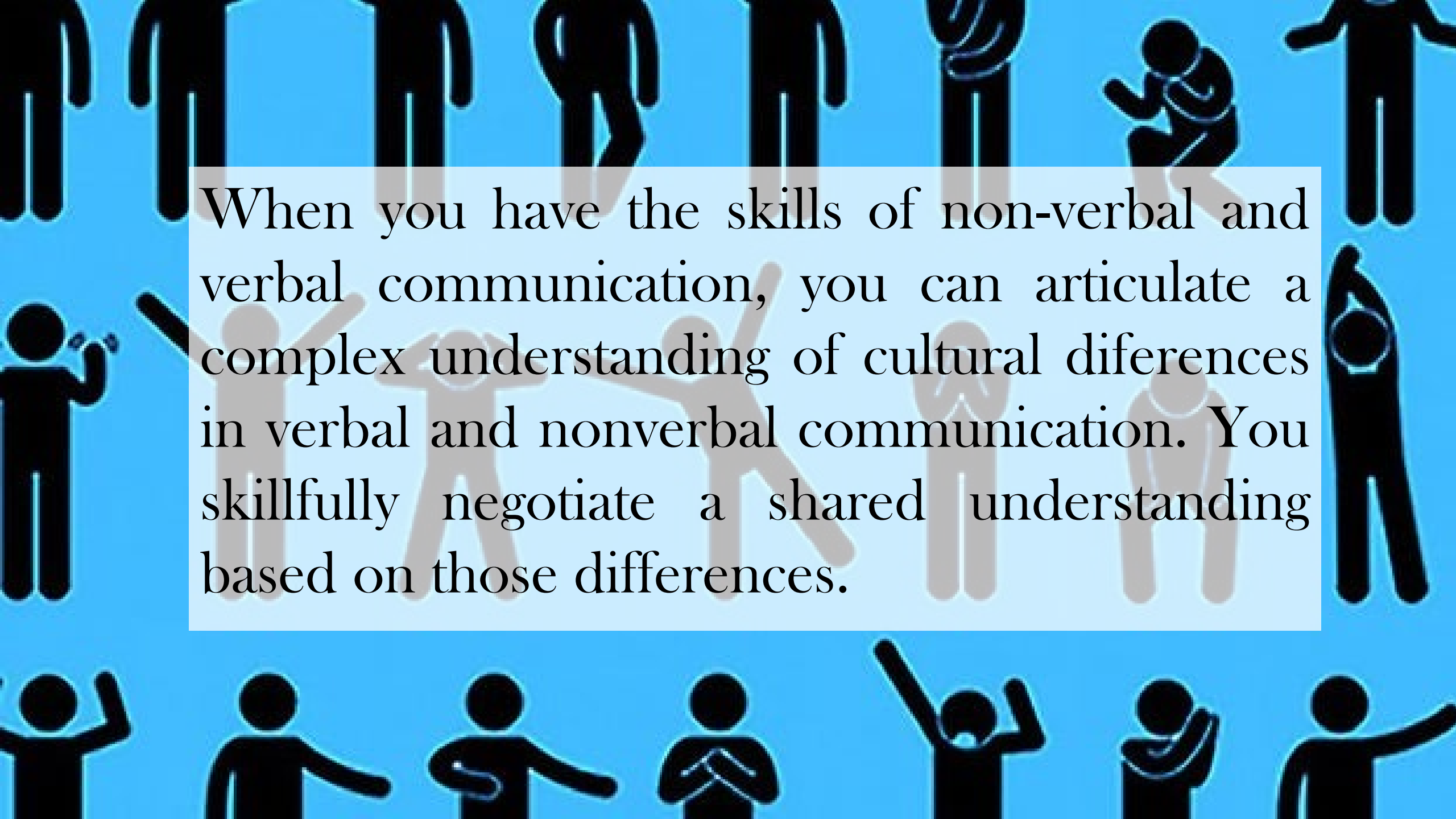


Knowledge of cultural self-awareness means that you articulate insights into your own cultural rules, assumptions and biases. You are aware of how your experiences shape these rules, assumptions and biases.



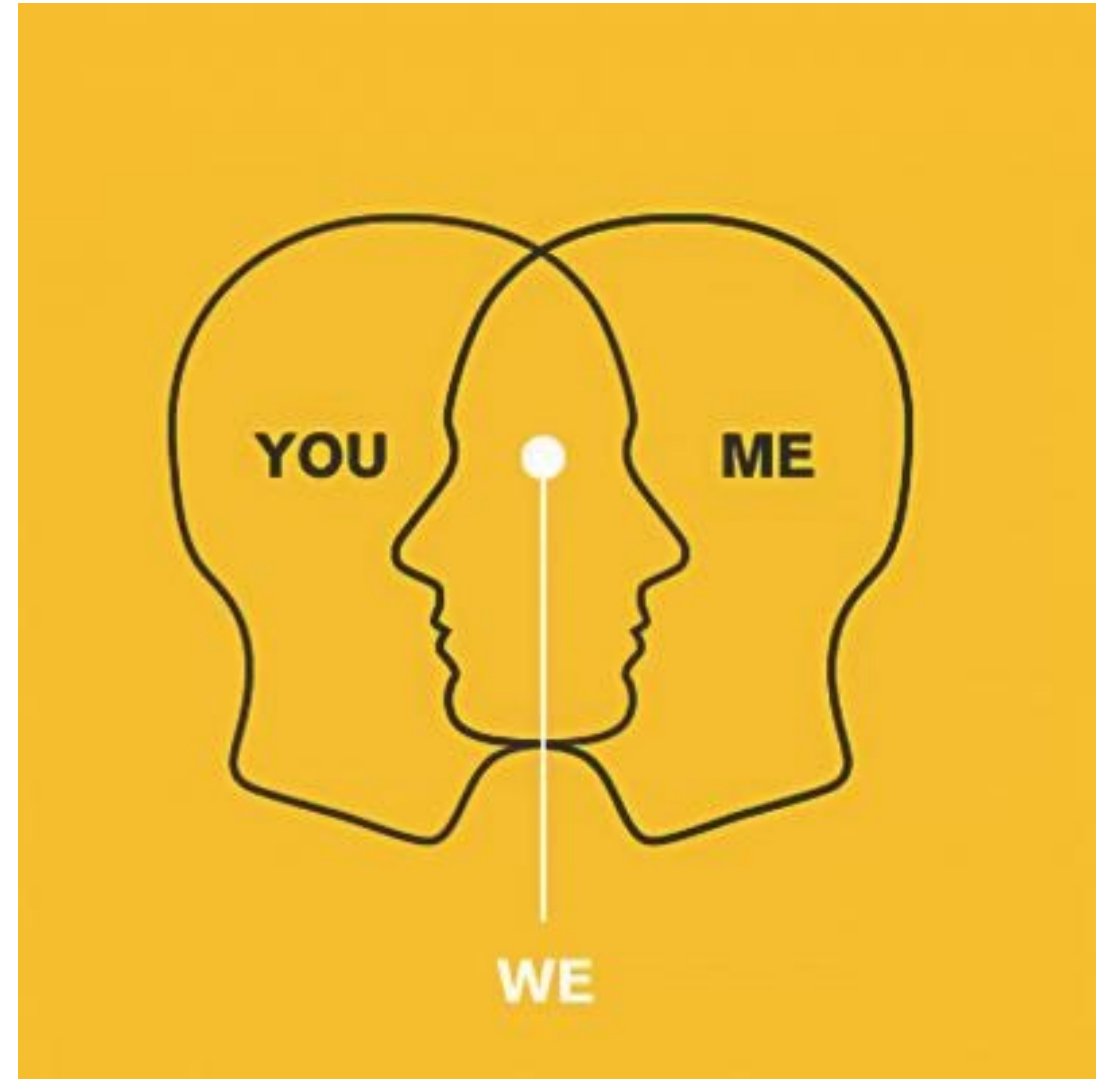
A woman with her face and chest painted in vibrant, multi-colored patterns (red, yellow, green, blue, and black) is shown from the chest up. She is looking down and slightly to her right. She wears a top with a similar colorful, abstract pattern. The background is a soft, out-of-focus blue. A semi-transparent rectangular box with a light blue gradient is positioned over the left side of the image, containing white text.

Knowledge of cultural worldwide frameworks demonstrates your sophisticated understanding of the complexity of elements important to members of another culture in relation to its history, values, politics, communication styles, economy, or beliefs and practices.

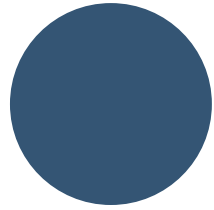
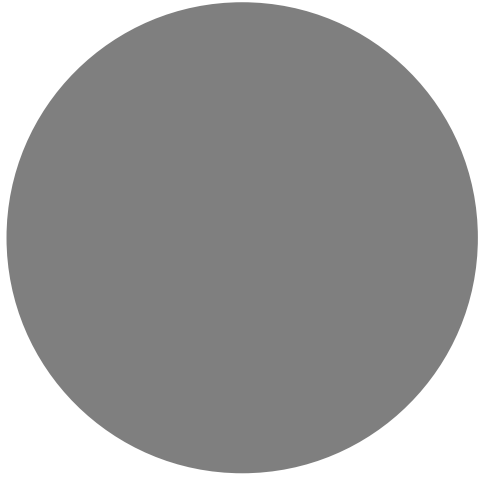


When you have the skills of non-verbal and verbal communication, you can articulate a complex understanding of cultural differences in verbal and nonverbal communication. You skillfully negotiate a shared understanding based on those differences.

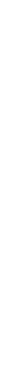
The skill of empathy means that you can interpret intercultural experience from the perspectives of your own and more than one worldview. You demonstrate your ability to act in a supportive manner that recognizes the feelings of another cultural group.



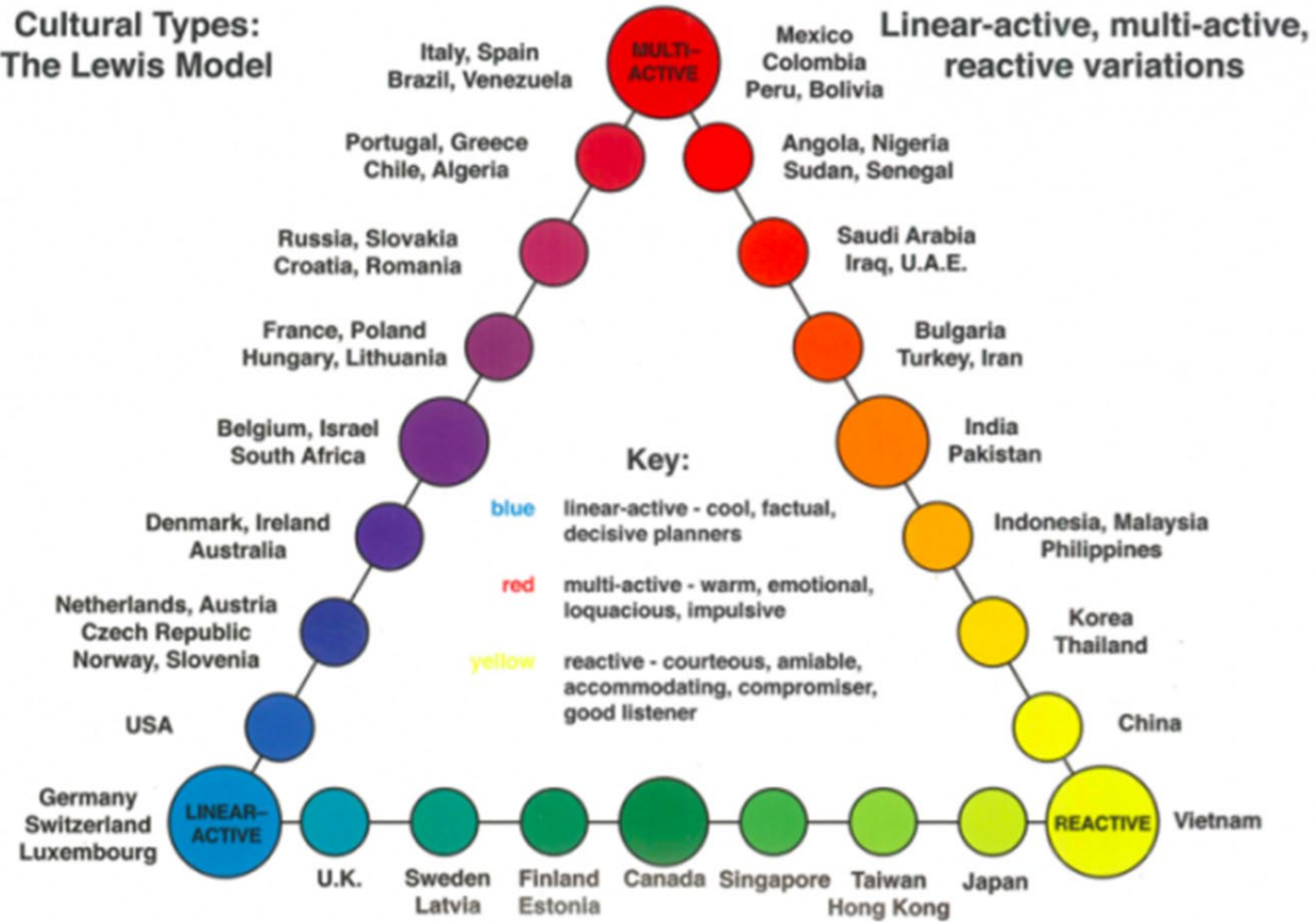




# Cultural Types



## Cultural Types: The Lewis Model



## **LINEAR-ACTIVE**

**Talks half the time**  
**Does one thing at a time**  
**Plans ahead step by step**  
**Polite but direct**  
**Partly conceals feelings**  
**Confronts with logic**  
**Dislikes losing face**  
**Rarely interrupts**  
**Job-oriented**  
**Sticks to facts**  
**Truth before diplomacy**  
**Sometimes impatient**  
**Limited body language**  
**Respects officialdom**  
**Separates the social and professional**

## **MULTI-ACTIVE**

**Talks most of the time**  
**Does several things at once**  
**Plans grand outline only**  
**Emotional**  
**Displays feelings**  
**Confronts emotionally**  
**Has good excuses**  
**Often interrupts**  
**People-oriented**  
**Feelings before facts**  
**Flexible truth**  
**Impatient**  
**Unlimited body language**  
**Seeks out key person**  
**Mixes the social and professional**

## **REACTIVE**

**Listens most of the time**  
**Reacts to partner's action**  
**Looks at general principles**  
**Polite, indirect**  
**Conceals feelings**  
**Never confronts**  
**Must not lose face**  
**Doesn't interrupt**  
**Very people-oriented**  
**Statements are promises**  
**Diplomacy over truth**  
**Patient**  
**Subtle body language**  
**Uses connections**  
**Connects the social and professional**





**UNCOUNSCIOUS BIAS**

Are you biased?

I do am!

A conceptual illustration of cognitive biases. A human brain is shown floating in a body of water. The water level is represented by a horizontal line. The portion of the brain above the water is colored in a realistic grey and is labeled 'Affinity Bias'. The portion of the brain submerged below the water is colored a translucent blue and is labeled 'Attribution Bias'. The background features a blue sky with white clouds and distant blue mountains.

*Affinity Bias*

*Attribution Bias*



## *Beauty Bias*



## *Conformity Bias*





*Confirmation Bias*

# So... what can we do about it?



- *In or out?*

# Take away

Cultural differences are:

- Not always noticed
- Different behavior can be interpreted negatively

The solution is:

- Have an open attitude
- Be prepared for differences
- Don't interpret difference as something negative
- Look for what you have in common
- Start with the others perspective