



**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 colorful, showing continents in various shades of green, yellow, orange, and pink, and oceans in blue. The hands are positioned as if they are supporting or presenting the map. The background is a dark, gradient grey.

# Cultural Intelligence GWLN as Cross-Cultural movement

Do you think it is important?



**How do we define culture?**



# CULTURE

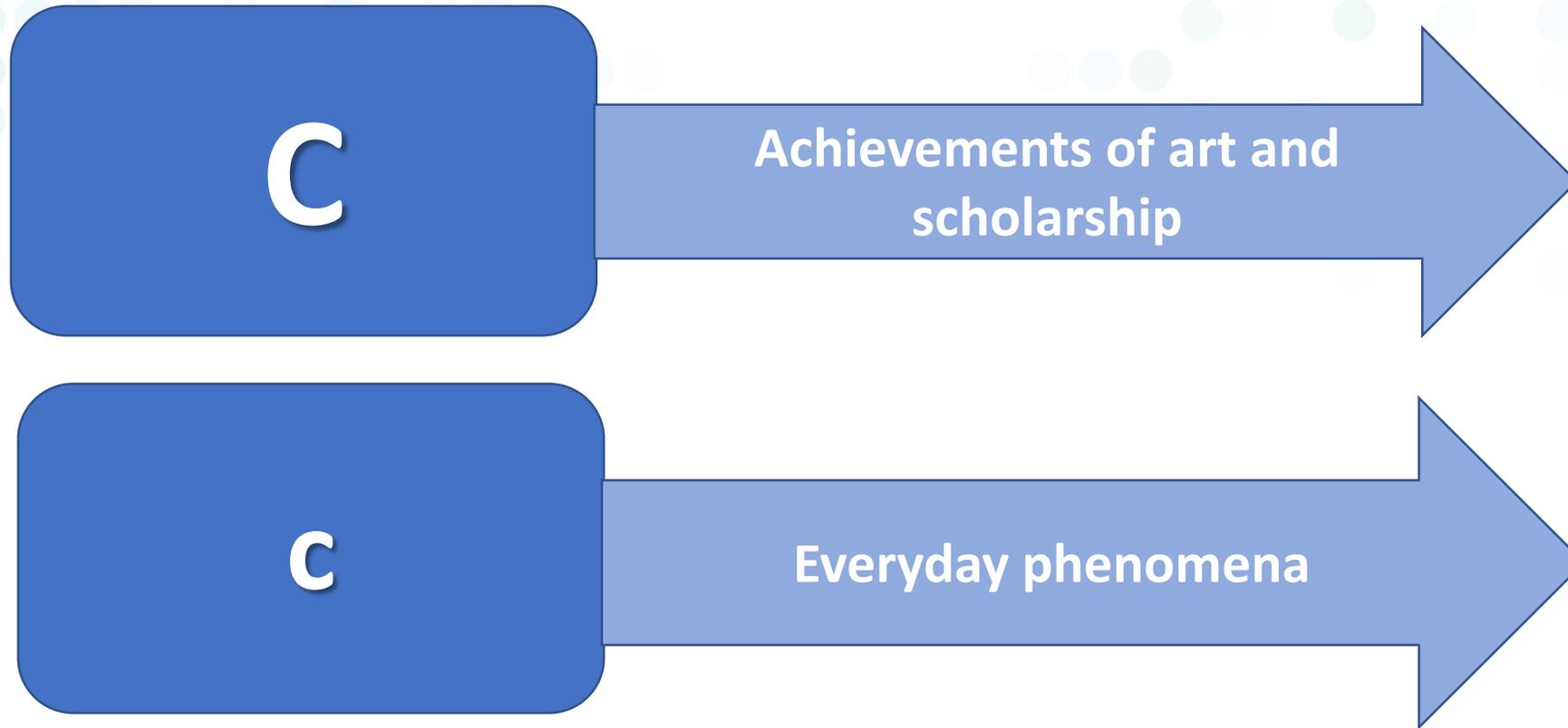
a system of behaviour that helps us  
act in an **accepted** or **familiar** way

**Awareness**



**Subconscious**

# Culture and culture



People see what  
they want to see



Openness

Curiosity

Non-verbal and  
verbal  
communication

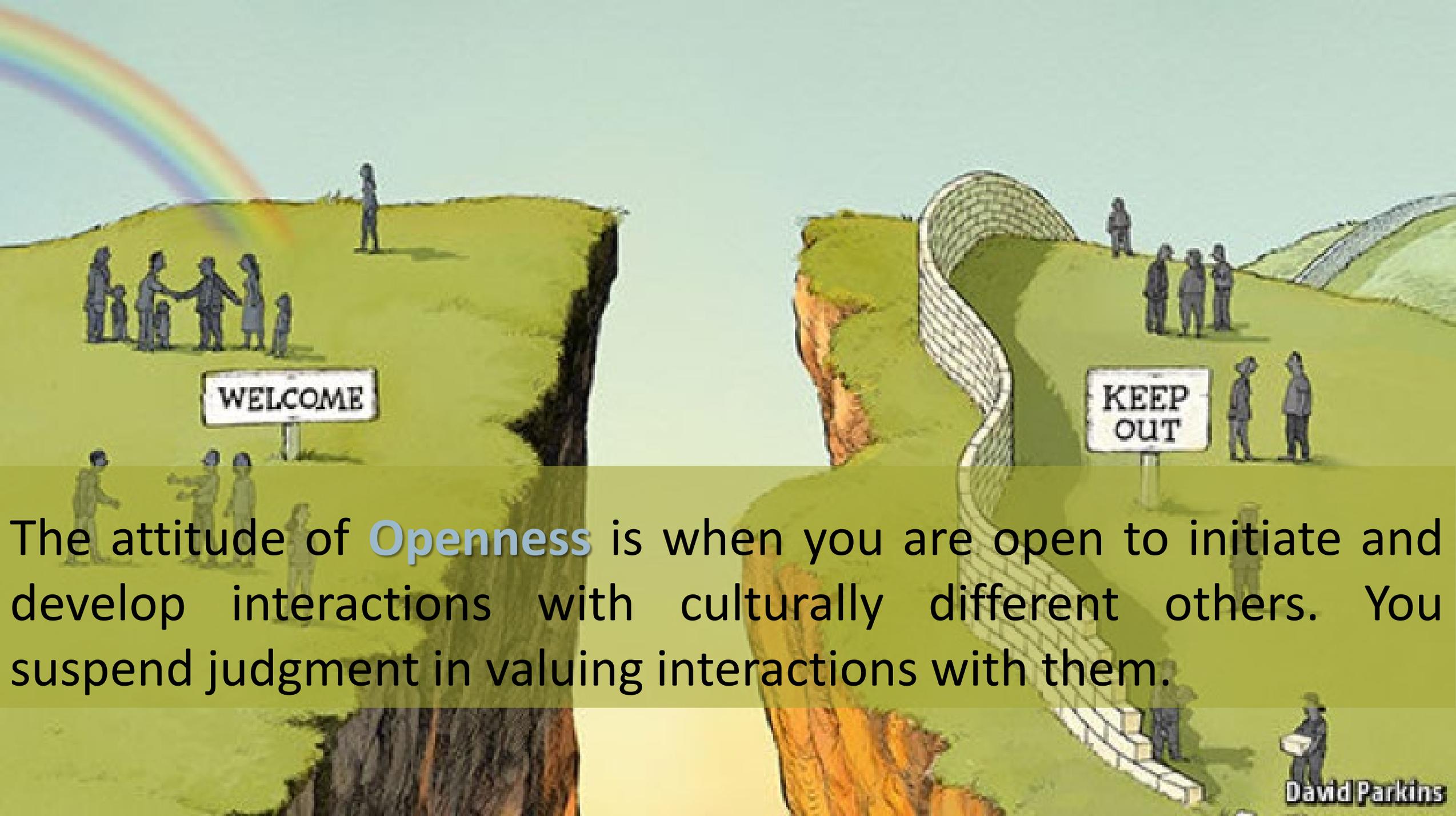
Worldview  
frameworks

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.



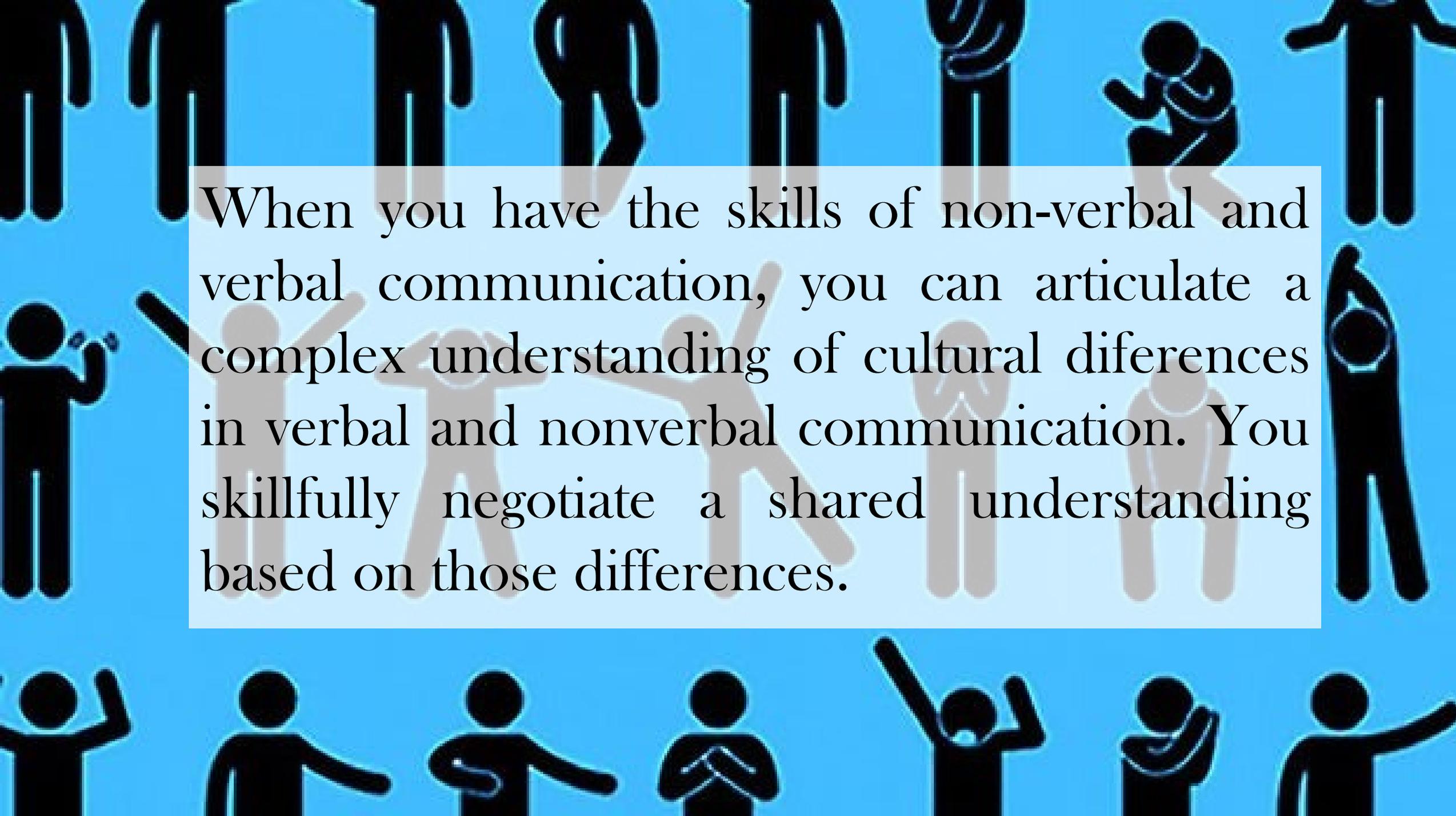
The attitude of **curiosity** means that you ask complex questions about other cultures. You can articulate answers to these questions that reflect multiple cultural perspectives.



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.

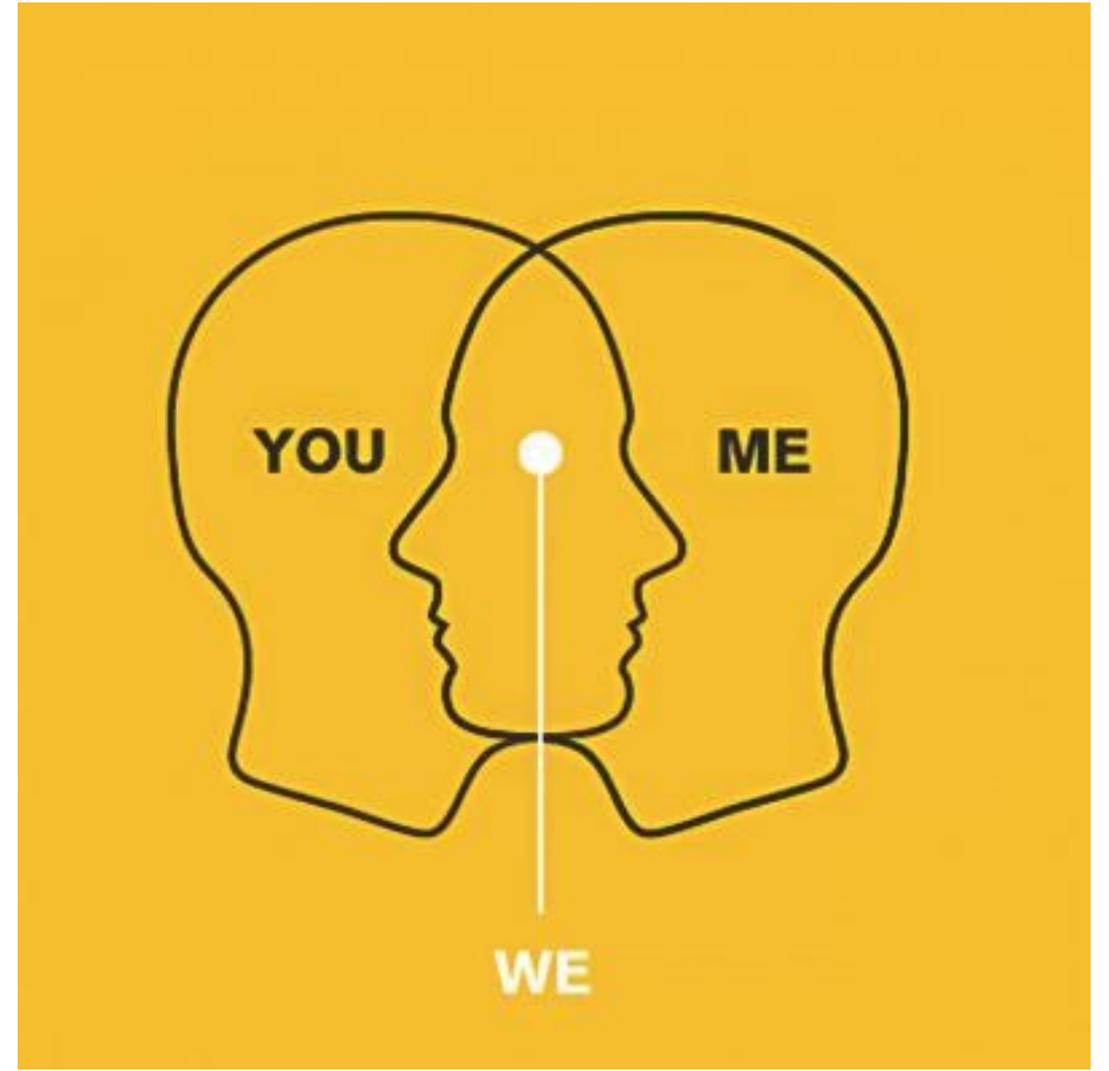
A young girl with her hair in pigtails, wearing a vibrant floral shirt and having colorful paint on her face, is looking down. The background is a soft, out-of-focus blue and green. A semi-transparent white box is overlaid on the left side of the image, containing text.

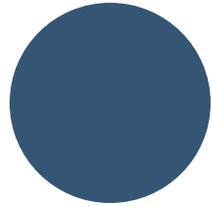
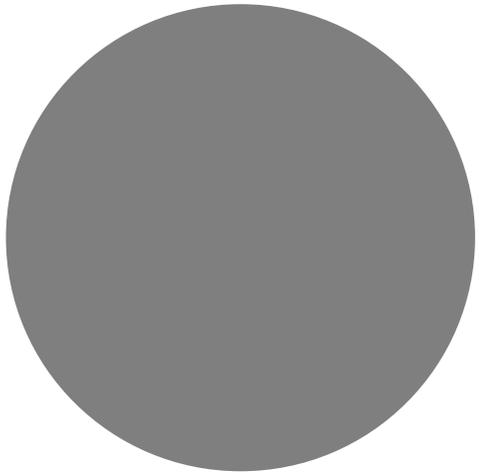
Knowledge of cultural worldwide frameworks demonstrates your sophisticated understanding of the complexity of elements important to members of another culture in relation to its history, values, politics, communication styles, economy, or beliefs and practices.

The background of the slide is a solid blue color. It is populated with numerous black stick figures in various poses, representing different non-verbal communication gestures. Some figures are standing with arms at their sides, some have one arm raised, some are clapping, some are bowing, and some are in dynamic, expressive poses. The figures are scattered across the entire slide, with a higher density around the central text box.

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.

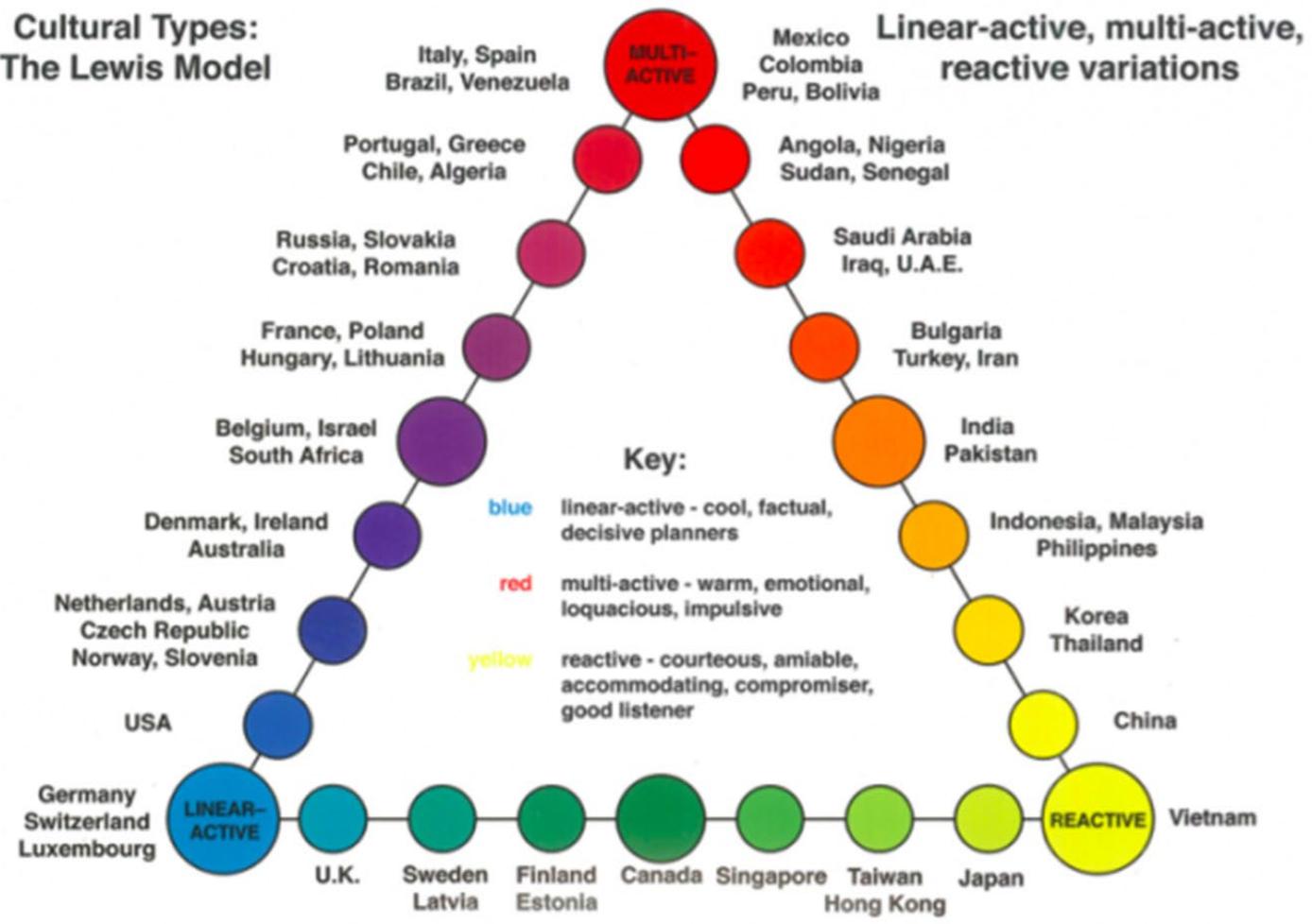




# Cultural Types



**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

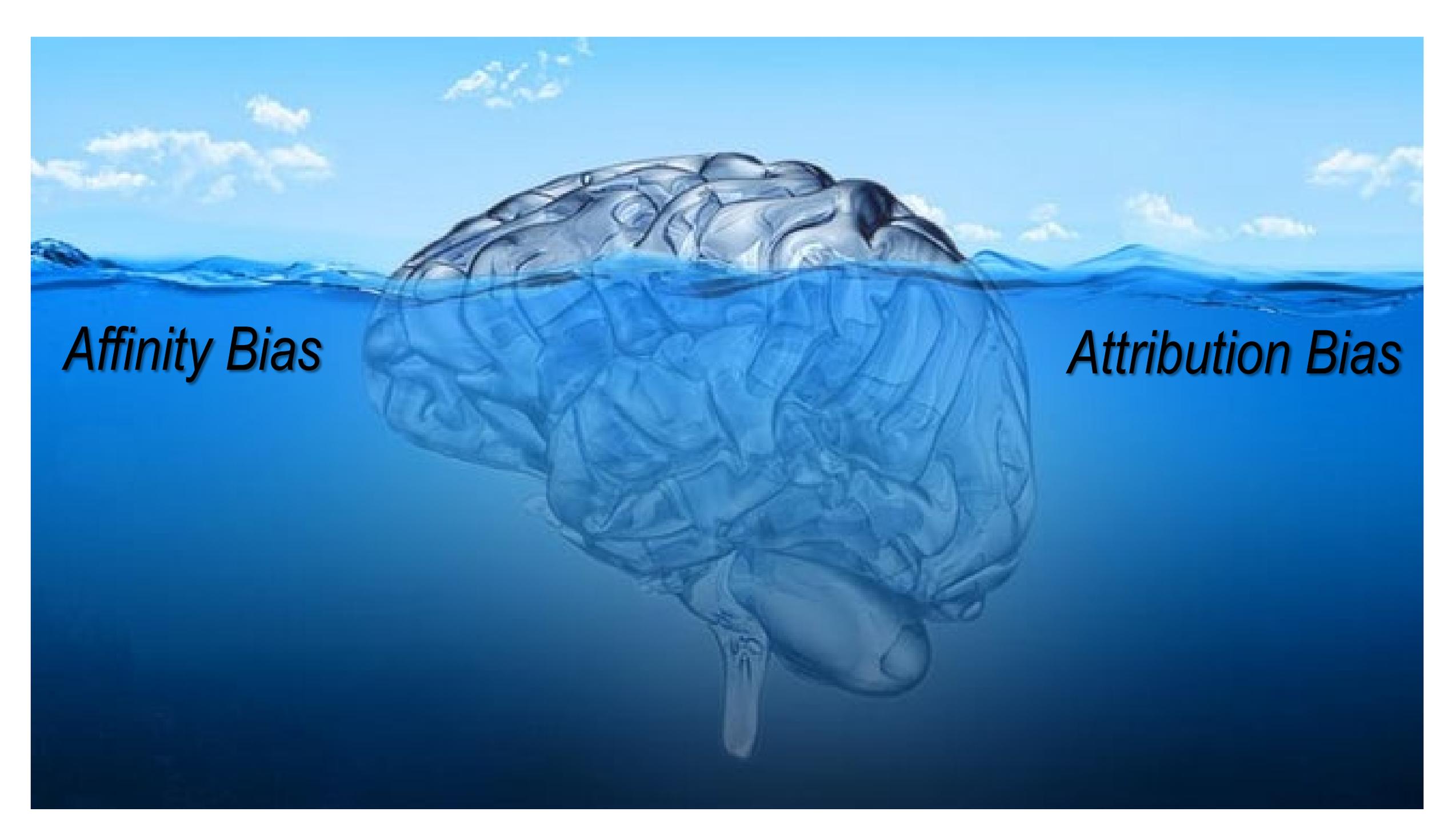
Listens most of the time  
Reacts to partner's action  
Looks at general principles  
Polite, indirect  
Conceals feelings  
Never confronts  
Must not lose face  
Doesn't interrupt  
Very people-oriented  
Statements are promises  
Diplomacy over truth  
Patient  
Subtle body language  
Uses connections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



**UNCOUNSCIOUS BIAS**

Are you biased?

I do am!

A conceptual illustration of a human brain floating in a body of water. The brain is split horizontally by the water's surface. The top half of the brain is above the water, appearing as a solid, textured grey mass. The bottom half is submerged in the water, appearing as a translucent, blue-tinted version of the same brain. The background shows a clear blue sky with a few white clouds and a distant, hazy horizon line. The water is a deep blue, with a slight gradient from light to dark.

*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