



# Cross-cultural Communication

## Strategies for Effective Cross-cultural Communication

1. Develop self-awareness of needs, beliefs and biases which impact one's judgments; attitudes and behaviours.
  - Distinguish cultural perspectives.
  - Build self-awareness.
2. Increase knowledge of different cultures and meanings (self and others).
  - Be honest in acknowledging what you are unsure of, or is unfamiliar to you.
  - Ask questions to develop cultural knowledge.
  - Recognize the complexity of cross-cultural communication.
3. Reinterpret judgment of other people's behaviour from the culturally-different individual's perspective and adapt thinking to fit new experiences.
  - Avoid stereotyping.
  - Look at the situation from using a different cultural lens.
  - Be open to experiencing other cultures.
4. Facilitate other's awareness and understanding of the cross-cultural elements which influence and shape communication.
  - Respect cultural differences.
  - Employ active listening skills.
  - Avoid culturally insensitive language and behaviours.
  - Be flexible in choosing communication strategies.