

Cultural Competence Demystified



Extra Material

Handouts and exercises accompanying the mini-course



Cultural Competence Demystified!

Module 1: 7 Benefits of Being Culturally Competent



Benefit 1

Understand Yourself Better:

How your culture impacts you

Understand your biases and assumptions

How you react to cultural diversity



Benefit 2

Understand Others Better:

Not feeling confused, getting the results you want

Is your understanding genuine?

Be on the same wavelength



Benefit 3

Be a Better Leader:

Understand what motivates people

Understand their strengths

Adapt your leadership style



Benefit 4

Gain Confidence:

Approach each interaction positively

Adapt behaviour and communication

Go into interactions without fear



Benefit 5

Positive Relationships:

Genuinely show interest in others

Make people feel understood (really!)

Be understood



Benefit 6

Better Job Performance:

Get the results you want from others

Design better solutions

No lost time



Benefit 7

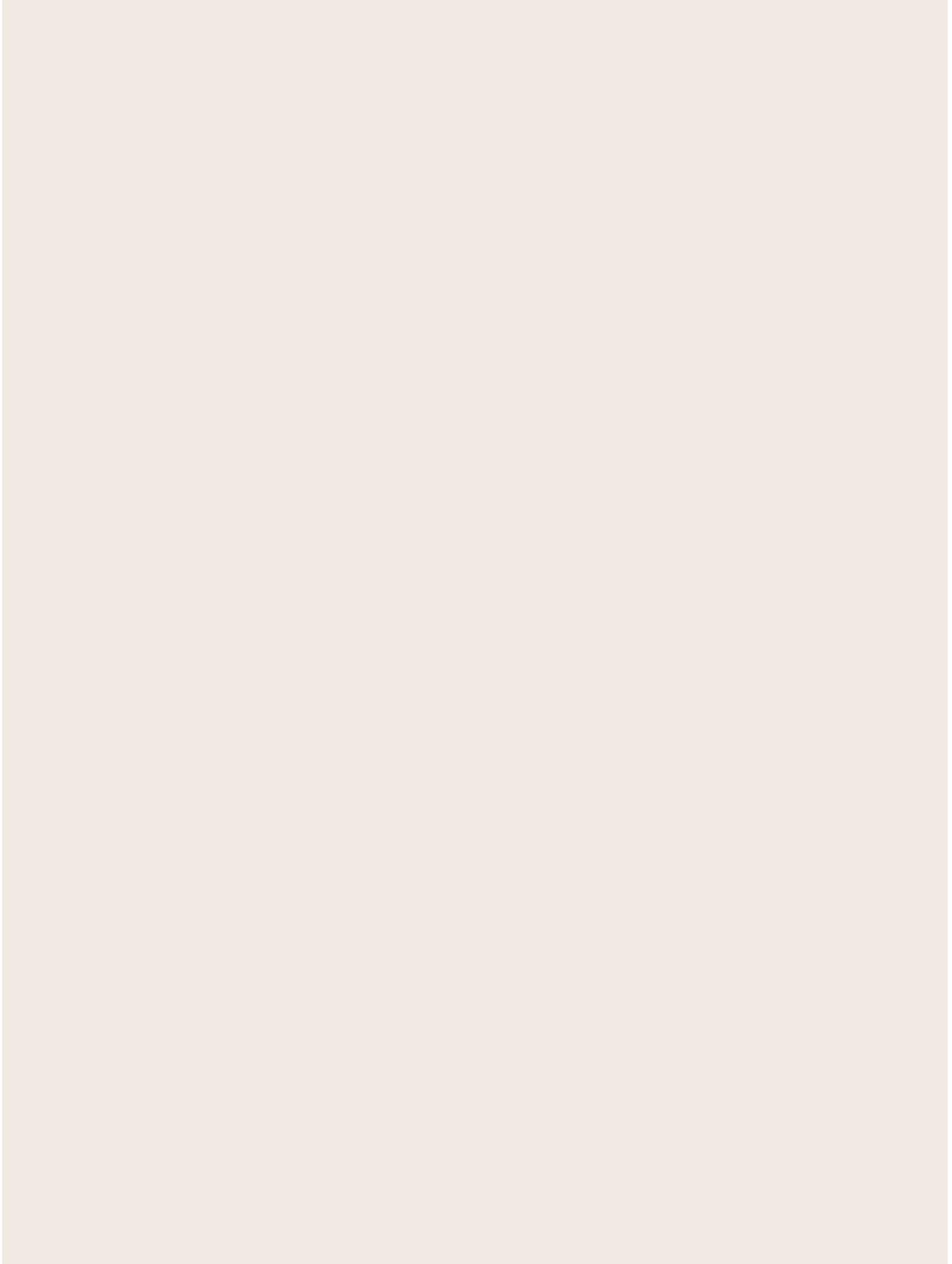
More Profit and Customers:

Better team work

Give diverse customers what they want

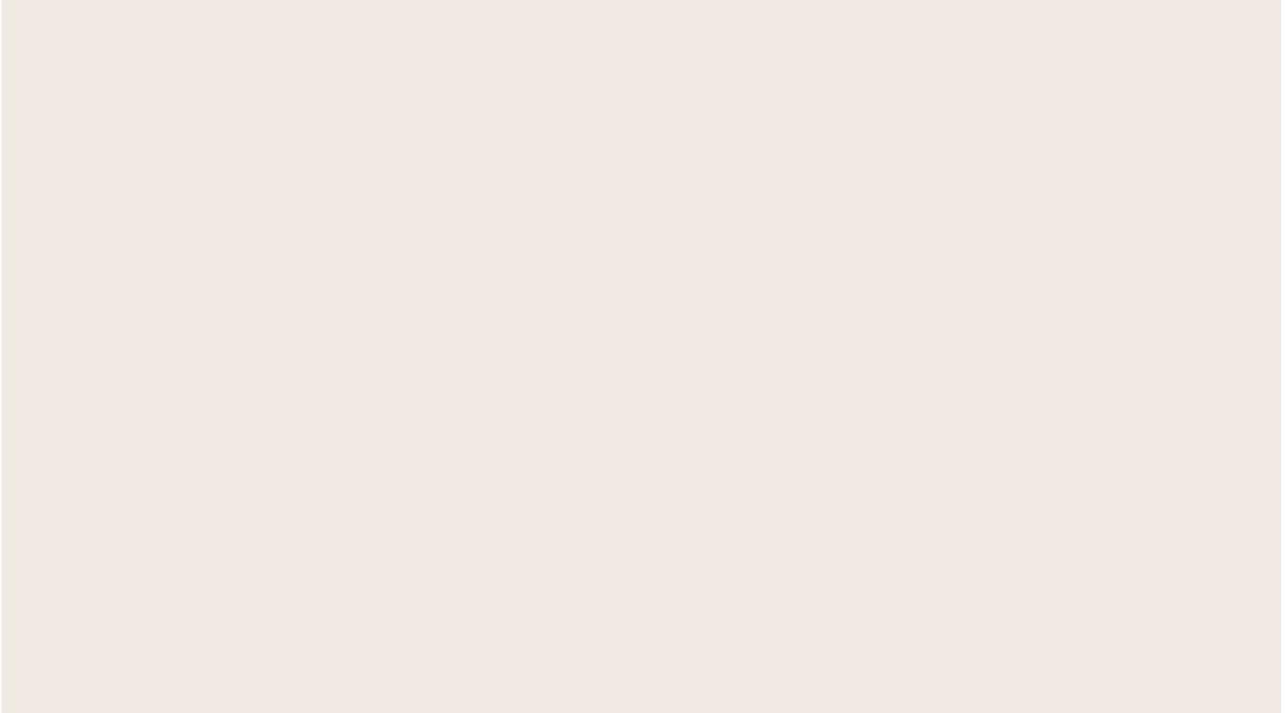
More productive relationships with collaborators,
suppliers, partners...

Exercise 1: How do you think your culture impacts your communication and behaviour?

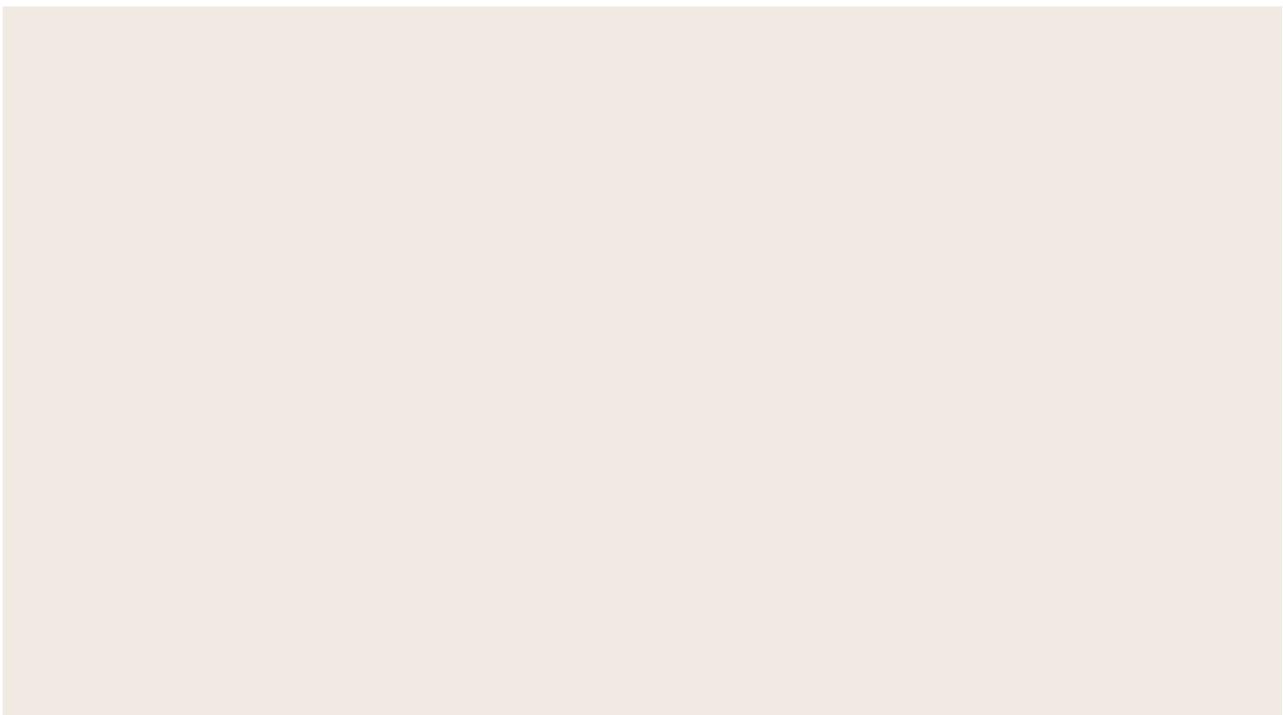


Exercise 2: Take each benefit and reflect where you may lack cultural competence for each of them

Benefit 1: Understand yourself



Benefit 2: Understand others better

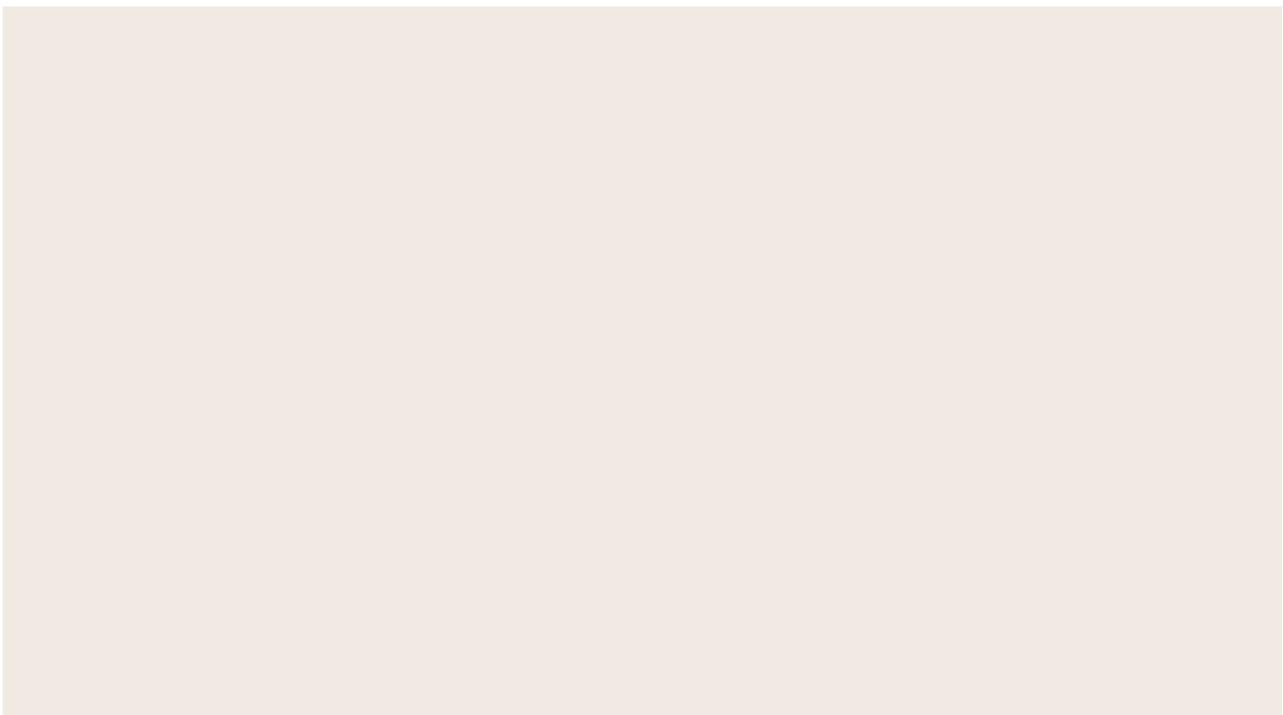


Exercise 2: Take each benefit and reflect where you may lack cultural competence for each of them

Benefit 3: Be a better leader

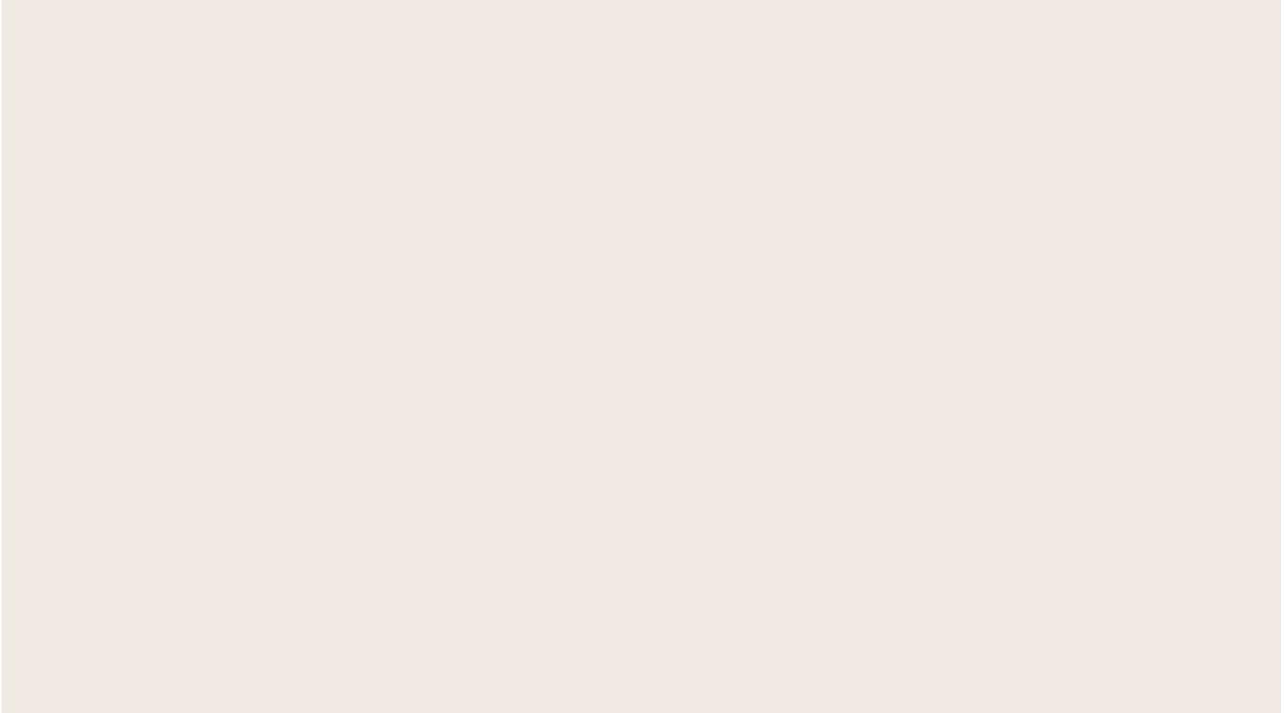


Benefit 4: Gain confidence

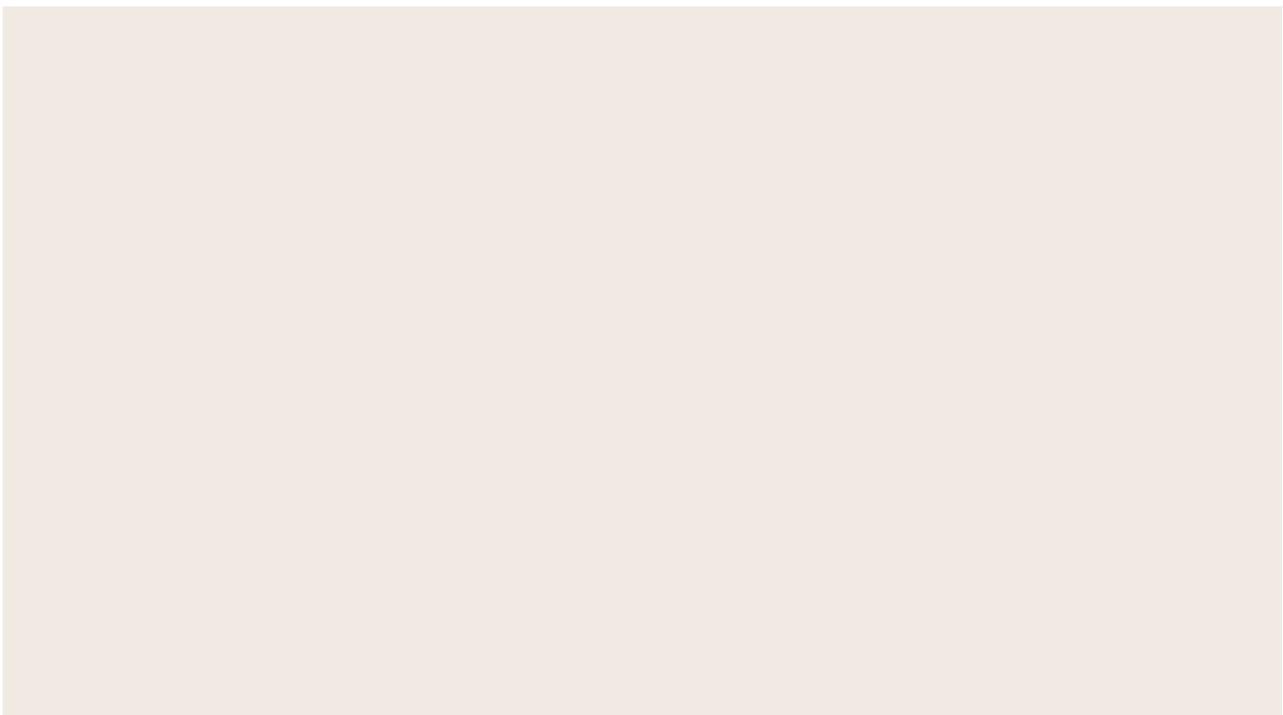


Exercise 2: Take each benefit and reflect where you may lack cultural competence for each of them

Benefit 5: Positive relationships



Benefit 6: Better job performance



Exercise 2: Take each benefit and reflect where you may lack cultural competence for each of them

Benefit 7: More profit and customers





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Module 2:

5 Biggest Mistakes about Cultural Diversity
of Managers/Business Owners
and How to Avoid Them



Mistake 1

Thinking You Are Diverse
When You Are Not:

How diverse are your executives?

How diverse is your staff?

How diverse are your customers?



Mistake 2

Being More Diverse by Changing Your Numbers Only:

- Just bringing different people together
- Promoting people without preparation
- Expanding in new markets without changing



Mistake 3

Not Understanding What Diversity Brings:

- Do your people express and use their diversity?
- Do you get the best of their abilities?
- Do they meet your diverse clients' expectations?



Mistake 4

Superficial Diversity Training:

Do you have diversity training?

Is it run-of-the-mill or adapted?

Training for a few hours and it is enough?



Mistake 5

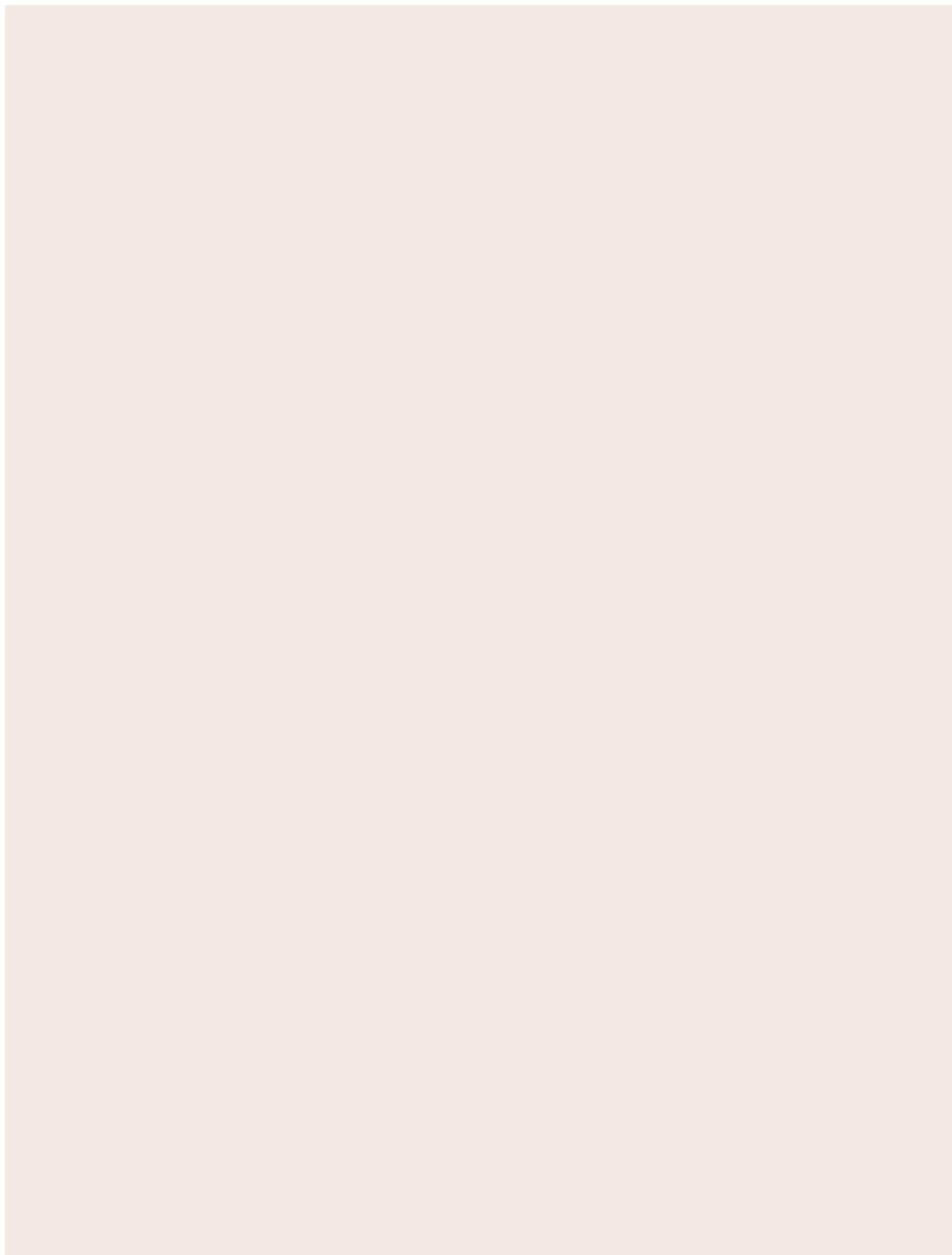
Not Including Diversity Widely:

Is diversity a core value of your business?

Do you care for it in everyday business activities?

How do you care for it outside your organisation?

Exercise 3: Take the 5 mistakes and assess what is the current situation in your organisation about each of them



Exercise 4: What are obstacles for you and/or your organisation to become more culturally competent

Obstacle description

Strategy to overcome

Exercise 5: What are resources for you and/or your organisation to become more culturally competent

Resources you have

Resources you need to get



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Module 3:

3 Myths and 3 Truths About Becoming Culturally Competent



Myth 1

Being Empathetic is Enough:

Cultural competence is not about being
nice and empathetic

Empathy doesn't mean cultural understanding

Cultural competence is not just about feelings



Myth 2

Communicating Well is Enough:

Your way of communicating works in your environment

People in different cultures have different expectations

You need to adapt your communication to each audience



Myth 3

We are All the Same After All:

Do you really think everybody is like you?

We have some common needs but we are different

Diversity is something to embrace



Truth 1

**Building cultural competence takes time
and conscious effort:**

You need to know what makes cultures different

You need to fully experience it

You need to reach high levels of cultural awareness



Truth 2

You Need to Be Motivated:

You need to see the needs for it

You need to see the benefits of it

You can weave your motivation into something else



Truth 3

Cultural Competence Can Be Learned:

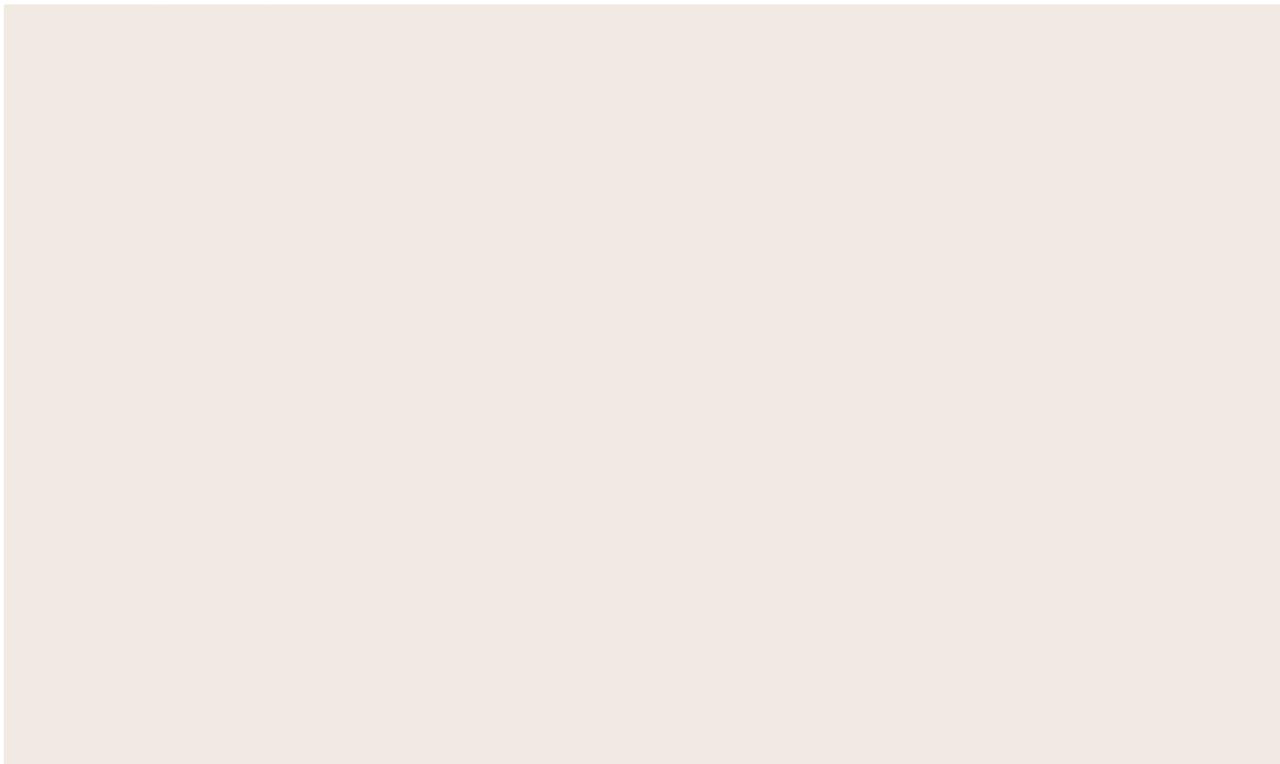
You can learn what makes cultures different

You can learn to adapt your communication and behaviour

You can learn to raise your cultural awareness

Exercise 6: Your cultural competency goals

List three goals you want to achieve in terms of becoming more culturally competent.



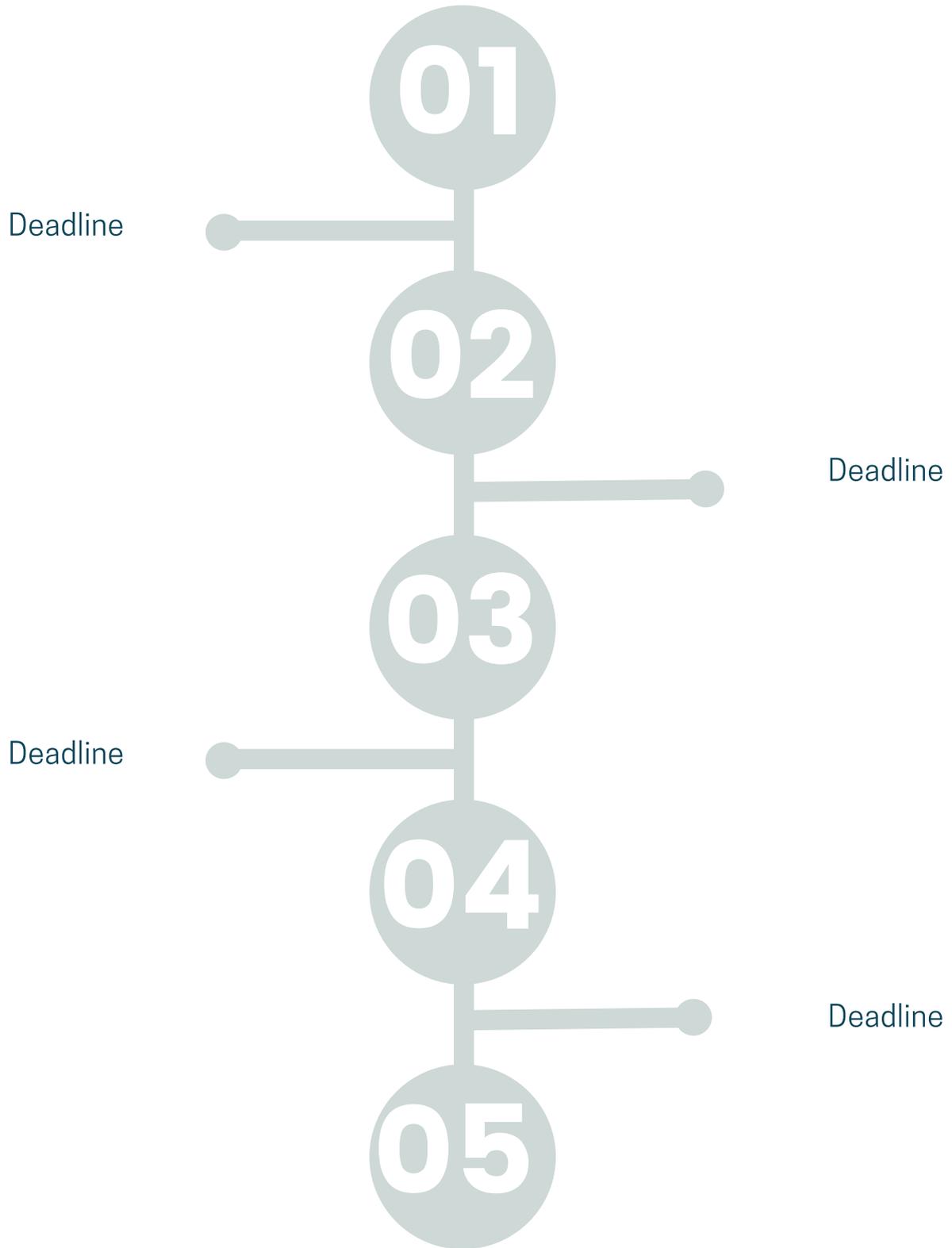
Exercise 7: Your cultural competency goals

What are the actions you need to take to achieve these goals

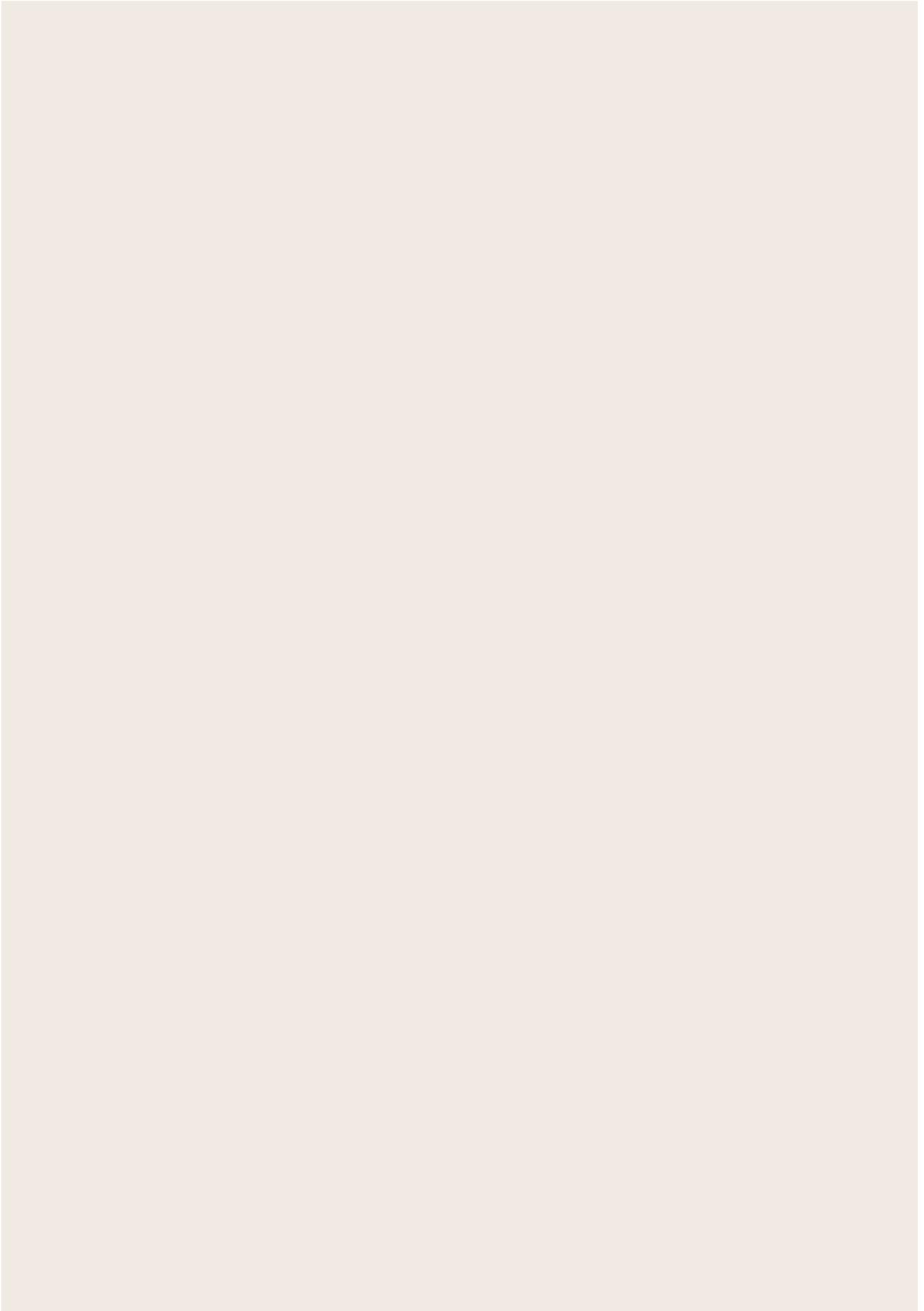
GOAL	ACTION STEPS
	1.
	2.
	3.
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	1.
	2.
	3.
GOAL	ACTION STEPS
	1.
	2.
	3.

Create an Action Plan:

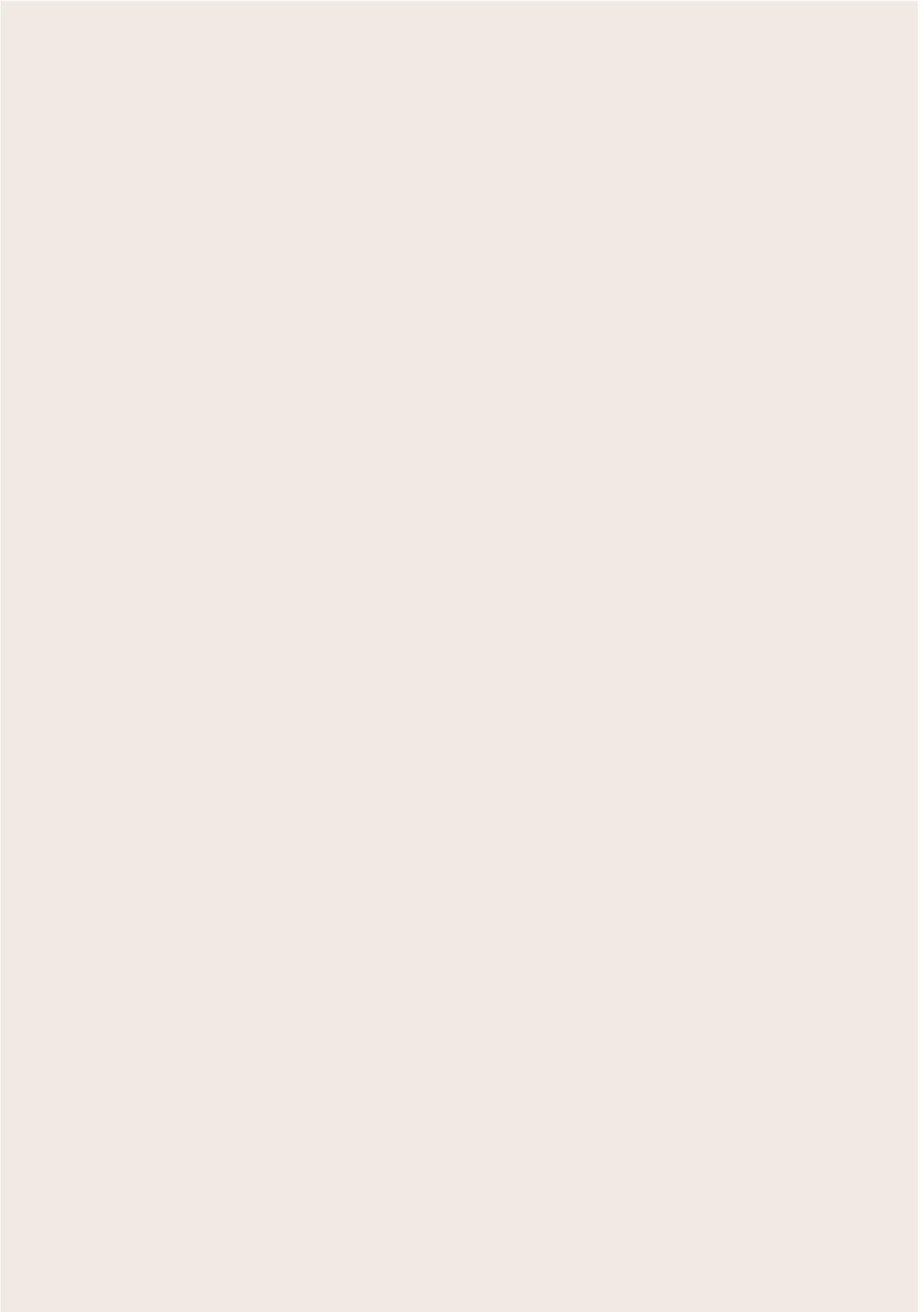
01 to 05: describe each separate goal
On the sides, put a deadline to reach that goal



For Your Notes



For Your Notes



Additional Reading

<https://www.coaching-vision.com> See posts

The culture map, Erin Meyer

Understanding the world's cultures: a practical guide, Craig Storti

Your unique cultural lens, Enrique J. Zaldivar

Next Step: Book your free 30 minute call

<https://calendly.com/coaching-vision>

