

USA – INDIA Culture Sensitization

Working Together Works

“One’s own culture provides the “lens” through which we view the world; the “logic”... by which we order it; the “grammar” ... by which it makes sense.”-

Anthropologists Kevin Avruch and Peter Black

In a world as complex as ours, each of us is shaped by many factors, and culture is one of the powerful forces that acts on us. In other words, culture is central to what we see, how we make sense of what we see, and how we express ourselves.

As people from different cultural groups take on the exciting challenge of working together, cultural values sometimes conflict. We can misunderstand each other, and react in ways that can hinder what are otherwise promising partnerships. Oftentimes, we are not aware that culture is acting upon us. Sometimes, we are not even aware that we have cultural values or assumptions that are different from others.

Learning Objectives:

This workshop will enable the participants of the workshop to:

- ✚ Appreciate cultural nuances and interact with a cross cultural audience amicably
- ✚ Understand and analyze the dimensions of culture through the Culture Lens and their impact on business relationships

Key Takeaways:

- ✚ Understanding of Fundamental patterns of cultural differences and recurring causes of cross-cultural communication difficulties.
- ✚ Explore ways to relate to each other and open channels for cross cultural communication
- ✚ Setting expectations, Respecting differences and working together amicably for a mutually beneficial business partnership and relationship

Finally,

- ✚ Next time you find yourself in a confusing situation, and you suspect that cross-cultural differences are at play, you will ask yourself how culture may be shaping your own reactions, and will try to see the world from others' points of view.

Approach

Program Flow		
Activity	Earthlings & Aliens	Understand nuances of how cultural differences could make people feel
Session	What is Culture?	Understand what is Culture and what constitutes the same
Activity	Culture A & Culture B	Learning Point: Culture is what majority in a group believe and behave
Video	Cultural Diversity	Understand the importance of respecting and valuing cross cultures
Session	Iceberg Principle	Basics of how and where Culture starts
Session	Culture Lens	Understand US versus India culture- comparison
Activity	Vision Board	Participants to chalk down commandments they would follow while interacting