

Valuing our diverse culture is all about understanding and respecting the beliefs of others and their way of life, in the same way we would expect someone to respect ours. It is about supporting individuals in keeping their cultural traditions alive and appreciating the fact that all these different traditions will enrich your life now and in the future.

Interacting with people from different cultures is a wonderful opportunity that should be embraced and encouraged. Not only is it a necessity in order to achieve success in the growing global market but also this success is based on your positive interactions across different cultures.

So, to achieve this without upsetting others we all need to be mindful of what our body language could be saying to others. Something that is every day and acceptable in one country may be perceived as an insult somewhere else.

Remember all your body gestures (legs, feet, hand, eye and facial) can have very different meanings in other countries and cultures.

- **Showing those you interact with that you are culturally aware and sensitive will help establish successful working relationships and forge great partnerships amongst a multi-cultural working world.**
- **The internet is a great place to research as much useful information as possible about a country's etiquette, values and styles of communication before you visit.**

You can find out more at:

"Body language is the management of time, space, appearance, posture, gesture, touch, facial expression, eye contact, and voice. Your body language determines how people perceive you."

Find out more at: [Activia Training - The Ultimate Guide to International Body Language in Business](#)

We also found these articles and a quick guide that might interest you:

- [Mosalingua - Cultural Body Language Around the World](#)
- [Work the World - Around the World in 42 Hand Gestures](#)
- [Quick Guide to Positive Body Language by Tutorialspoint](#)

Here is a reminder of some of the areas in which we do things differently:

- Dress
- Gender roles
- Social activities
- Meeting and greeting
- Gestures
- Dining etiquette
- Food
- Language

Question:

Which universal body language trait cannot be misunderstood?

Answer:

A smile

Did you know:

Thursday 21 May 2020 is World Day for Cultural Diversity for Dialogue and Development 2020.



Click the United Nations logo for more information on their website.

"Culture is a word for people's 'way of life'. It can be seen in people's writing, religion, music, clothes and cooking. Different countries have different cultures".

<https://simple.wikipedia.org/wiki/Culture>

"World Day for Cultural Diversity is about gaining an understanding of each other's cultures in order to promote peace, stability and development". <https://www.un.org/en/events/culturaldiversityday/>

How Culture Can Affect International Negotiations:



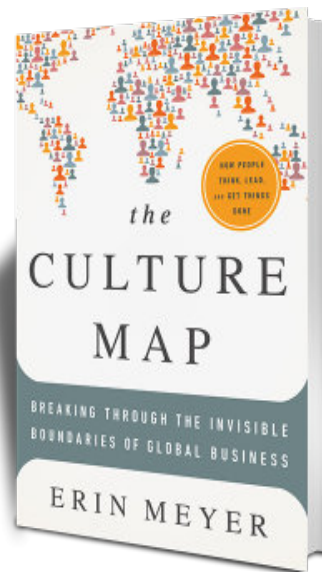
In 2005 Jeswald W Salacuse wrote an article for the Ivey Business Journal titled: The Top Ten Ways That Culture Can Affect International Negotiations in which he starts off by stating:

"International business deals not only cross borders, they also cross cultures. Culture profoundly influences how people think, communicate, and behave. It also affects the kinds of transactions they make and the way they negotiate them".

<https://iveybusinessjournal.com/publication/the-top-ten-ways-that-culture-can-affect-international-negotiations/>

Salacuse ends his article with a worthy reminder to us all that by understanding and recognising different cultural behaviours we gain a better insight into how we might be perceived when conducting business, an important contributor to success.

The Culture Map and Country Mapping Tool:



In her book the Culture Map, Erin Meyer discusses how globalised the business world has become and how interactions between staff and management are more widely linked to several countries as opposed to just the one. The Culture Map provides a valuable opportunity to enhance these interactions Meyers Country Mapping Tool is based on the findings given in her book. Meyer has gathered her data on each country through some worldwide research which designate how countries are positioned on this scale. You can select any country and get their cultural mapping instantaneously.

- **The Culture Map (book) goes hand in hand with the Country Mapping Tool and you can get more information on both by clicking on the book.**

"With this tool you can compare how two (or more) cultures build trust, give negative feedback, and make decisions. Which of the selected cultures is the most hierarchical? Which is the most punctual? Which is more forceful in expressing disagreement? This tool provides the answers". <https://www.erinmeyer.com/>

- **Available in several languages**

