

Communicating Effectively Across Cultures

Dr. Luiza Dreasher

CalSAE's ELEVATE Conference
April 30, 2024
10:30 – 11:30 am



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Luiza Dreasher

Brazilian by Birth, Multicultural by Choice

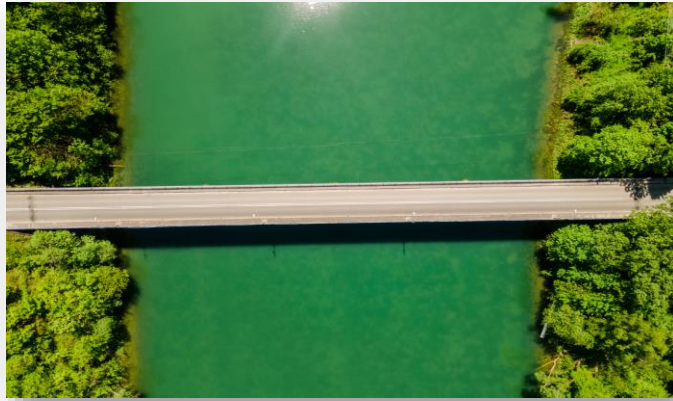


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My Life's Passion

Building Bridges Across Differences



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Mastering Cultural Differences



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MASTERING
CULTURAL DIFFERENCES

- Redundancia: A foreign language simulation
- Mistakes we make when communicating across cultures
- Tips for communicating more effectively
 - As a speaker
 - As a listener
- Group activity: Ways to minimize the impact of language differences
- Closing/Q/A



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MASTERING
CULTURAL DIFFERENCES

Redundancia

A foreign Language
Simulation



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Mistakes We Make When Communicating Across Cultures

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Mistake 1

Approaching the situation with the “we are all humans mentality.”



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Keep in Mind

When working with culturally diverse employees, you need to understand that the **same action** can have different meanings in different situations.

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Mistake 2

Assuming that the use of a common language (i.e., English) guarantees understanding.



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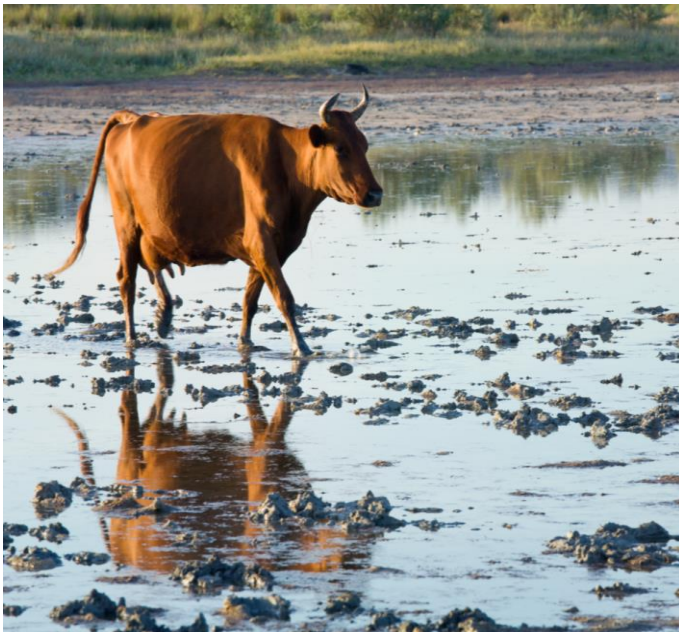
Jargons Commonly Used in English

- Out of the left field
- Ballpark figure
- Curveball



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Brazilian Slang



***The cow went to the swamp.
(A vaca foi pro brejo.)***

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Keep in Mind

Just because you are using a common language, it does not mean your employees are understanding you.

Remember to

- Avoid the use of jargons
- Use common language
- Check for understanding frequently

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Mistake 3

Failure to go beyond the spoken word.



The majority of what we communicate is done through nonverbal channels.

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Keep in Mind

- The spoken language is just one aspect you need to consider.
- You also need to pay attention to observable nonverbal signs and symbols such as gestures, postures, facial expressions and other body movements.

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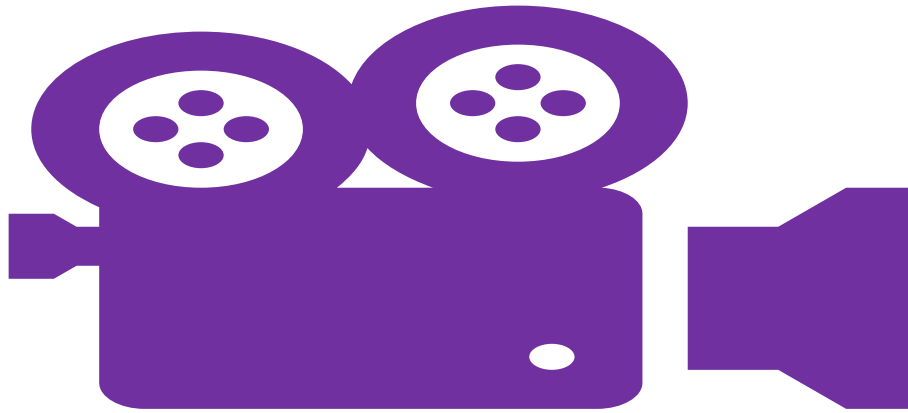
Tips for Communicating Effectively

As a Speaker

As a Listener

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As a **SPEAKER**, you should...

- Avoid shouting or raising your voice
- Speak slowly and distinctly
- Use familiar, more familiar words
- Allow for pauses
- Use visual aids, handouts, etc.
- Check for understanding frequently



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As a **LISTENER**, you should...



- Give the speaker plenty of time to communicate
- Repeat what you believe was said
- Ask the speaker to spell out certain words
- Observe the body language
- Remember to listen and expect to understand



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Group Activity: Minimizing the Impact of Language Differences



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