



## A quick **guide** to what follows

- ✓ Developing a values focus—**a brief history**
- ✓ Cultural challenges—**now & future**
- ✓ Cultural competence—**descriptive definition**
- ✓ Basic tools—**what they are, how they work**
  - ✓ Cultural Detective®
  - ✓ **diversophy®**
- ✓ Research & design—**expertise in action**
- ✓ Learning objectives—**target groups & takeaways**
- ✓ Who we are & who we work with—**a talent pool**

## Developing a values focus—**how did we get here?**

- ✓ Empires, colonizers & missionaries—**starting 500BCE**
- ✓ Studies by historians, psychologists & anthropologists—**19th & 20th centuries**
- ✓ Increasing organizational, commercial, political, migratory, economic, healthcare, religious, etc., needs for cultural competence & synergies—**starting 1950s**
- ✓ Development of intercultural competence as a field & as a profession—**largely since 1960s**
- ✓ Consolidation around a complex of Western research models (Hall, Hofstede, *et al.*)—**c. 1970-1990**
- ✓ Diversity, mobility & globalization require an increasingly values oriented & situational focus—**1990s to...**

## The cultural challenges—2011 & beyond

- ✓ **Undoing neo-colonialism**—collecting information & understanding other's cultures & identities on their own terms rather than ours—examining the culture of the creation & propagation of cultures
- ✓ Identifying & exploring **urcultures**, the complex of social constructions, transnational & transethnic, that constitute our accepted everyday “realities”
- ✓ Addressing the **relational nature** of cultural information & the need for bilateral or multilateral assessment
- ✓ **Constant updating**—understanding culture & cultural values as discourse in process rather than as fixed characteristics--getting beneath stereotypes & generalization, trends & fads.
- ✓ Understanding the **dynamics of the hybridization** of cultures in the formation & functioning of the identity of individuals & systems, especially when & how cultural values “trump” each other
- ✓ Resisting the threat of **political correctness** & the tendency to react with judgment rather than empathy, minimalism rather than richness

## What is cultural competence?

1. **Knowledge & awareness of oneself** as a (multi)cultural being, i.e., one's core cultural values & how these express themselves in attitudes, behavior & communication patterns
2. Curiosity leading to ever-increasing **knowledge & awareness of the other**
3. The **willingness, tools & ability** to identify & respond creatively to cultural challenges & conflicts in ways that both respect & engage the other

*“Communication is cohabitation.”—Dominique Wolton*

## State-of-the-art content & tools



## Basic tool 1: Cultural Detective®

A tool for identifying, analyzing & responding to:

- ✓ the influence of one's own and others' **core cultural values**
- ✓ the **"cultural sense" & positive intent** of each partner in an intercultural exchange
- ✓ the need for **"cultural bridges,"** steps, both individual & systemic that help us avoid, resolve & even benefit from conflicting cultural differences

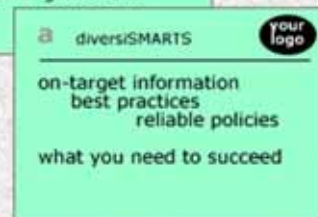
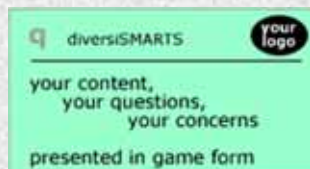


## Basic tool 2: diversophy®

A game for **learning** how core cultural values show up in everyday thinking, behavior, & communication

Enables **immersion** in the target environment

Creates **understanding & the know-how** to react appropriately & effectively



## diversiSMARTS

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How can you use diversophy® ?

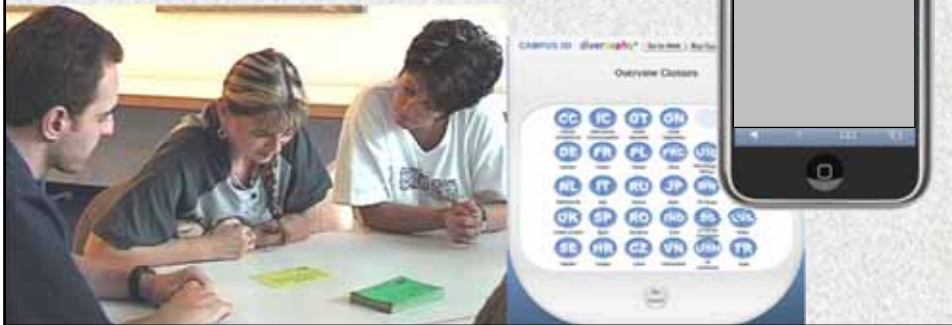
- A. As a training game in the classroom
- B. Online from a workstation
- C. On my portable device
- D. All three of these ways are possible

*Click on your choice!*

## diversiSMARTS

**a**

D. All three diversophy® delivery systems are possible & can be combined & customized.



### **Tools created by expert multicultural teams who:**

- ✓ **identify & explore core values** for a specific culture
- ✓ **document how values are seen & carried out** within the culture itself (thinking patterns, speech, behaviors)
- ✓ **collect conflicting reactions** to the core values from insider & outsider perspectives
- ✓ **construct a data base** of critical information & incidents
- ✓ **develop a pedagogy** of performance enhancement through simulated cultural immersion & skill building in fluctuating contexts

## Learning objectives

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We collect & impart cultural know-how to:

- ✓ **give individuals tools** for living and working in cross-cultural or multicultural situations
- ✓ **assist diverse teams**, collocated or distributed, with the best practices needed to carry out projects in common
- ✓ **boost organizational performance** in multicultural & global environments in public, private and NGO/volunteer sectors.

George Simons International—[www.diversophy.com](http://www.diversophy.com)

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**Dr. George Simons**

founder of GSI, is an intercultural consultant & writer with over 30 years experience in the fields of intercultural communication, negotiation & management

Creator & chief editor of diversophy®, he has co-authored & edited books such as *EuroDiversity*, *Global Competence*, *Putting Diversity to Work*, as well as *Cultural Detective® USA*, *Netherlands*, *Belarus*, *Women and Men*, *Turkey*, *Self Discovery*, *Global Teamwork*, *Return from Expatriation*.

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**Nos partenaires : diversophy® FRANCE**

**Un réseau international d'experts-ressources**  
pour vous accompagner localement, dans la gestion de vos relations en environnement multiculturel.

**Des formations personnalisées,**  
pour comprendre et maîtriser les critères essentiels de la culture de vos interlocuteurs et partenaires et optimiser vos relations avec eux.

Internet en préparation :  
[www.diversophy.com/fr](http://www.diversophy.com/fr)

## Our partners: Cultural Detective®

**Cultural Detective®** is a dynamic collection of tools that develop invaluable intercultural & global business competence in both individuals & organizations. The collection results from collaboration among dozens of acclaimed intercultural experts worldwide.

**Cultural Detective®** enables your organization and your leaders to meet the high-performance demands of an increasingly global economy.



On the web

[www.culturaldetective.com](http://www.culturaldetective.com)



## Our partners: The bluepill GROUP

Since 2004, the **bluepill GROUP** has been a full service agency focusing on virtual worlds, multiplayer online games, web 2.0, social media & is based in Barcelona, Bonn & Brussels.

With **CAMPUS 3D** the GROUP focuses on the facilitation of distance collaboration, education & training with the use of the latest virtual world, cell phone & web technology.



To learn more about CAMPUS 3D and the bluepill GROUP, visit:

[www.bluepillgroup.com](http://www.bluepillgroup.com)