



**Ability to cooperate in a multicultural environment in the economic and administrative sector**

# What is intercultural communication?

**Intercultural communication**  
- one of the most desirable  
competences on today's labor  
market.





**In the conditions of globalization changes in which we live, not only the length of maintaining our attention, but also the whole world is shrinking.**



**The unification of political, economic and social processes leads to migration and interpenetration of cultures.**



**Not only the number of Poles leaving and settling abroad is growing, but also foreigners obtaining a residence permit in Poland.**

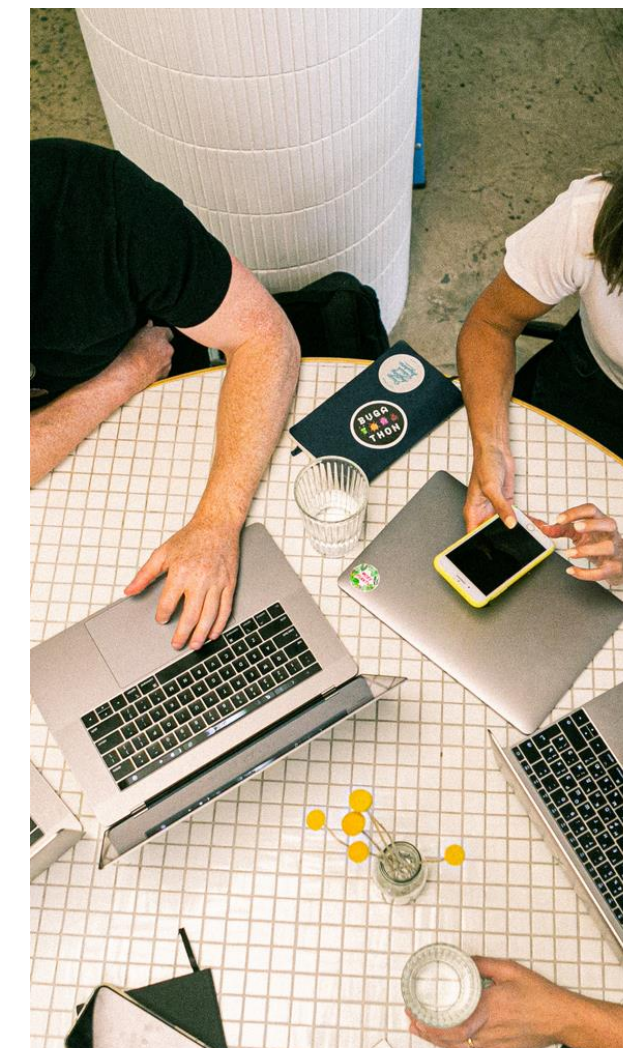
**As a result, we work in international teams, bringing together people with different mentalities, cultures and experiences.**



•Skilfully used, it is a situation abounding in the power of benefits, such as **expanding awareness and horizons, learning new methods of operation, or collecting unique experiences.**



•On the other hand, this situation can lead to **misunderstandings, experiencing negative emotions as a result of a lack of understanding of the other person's** behavior, and thus reducing work efficiency.



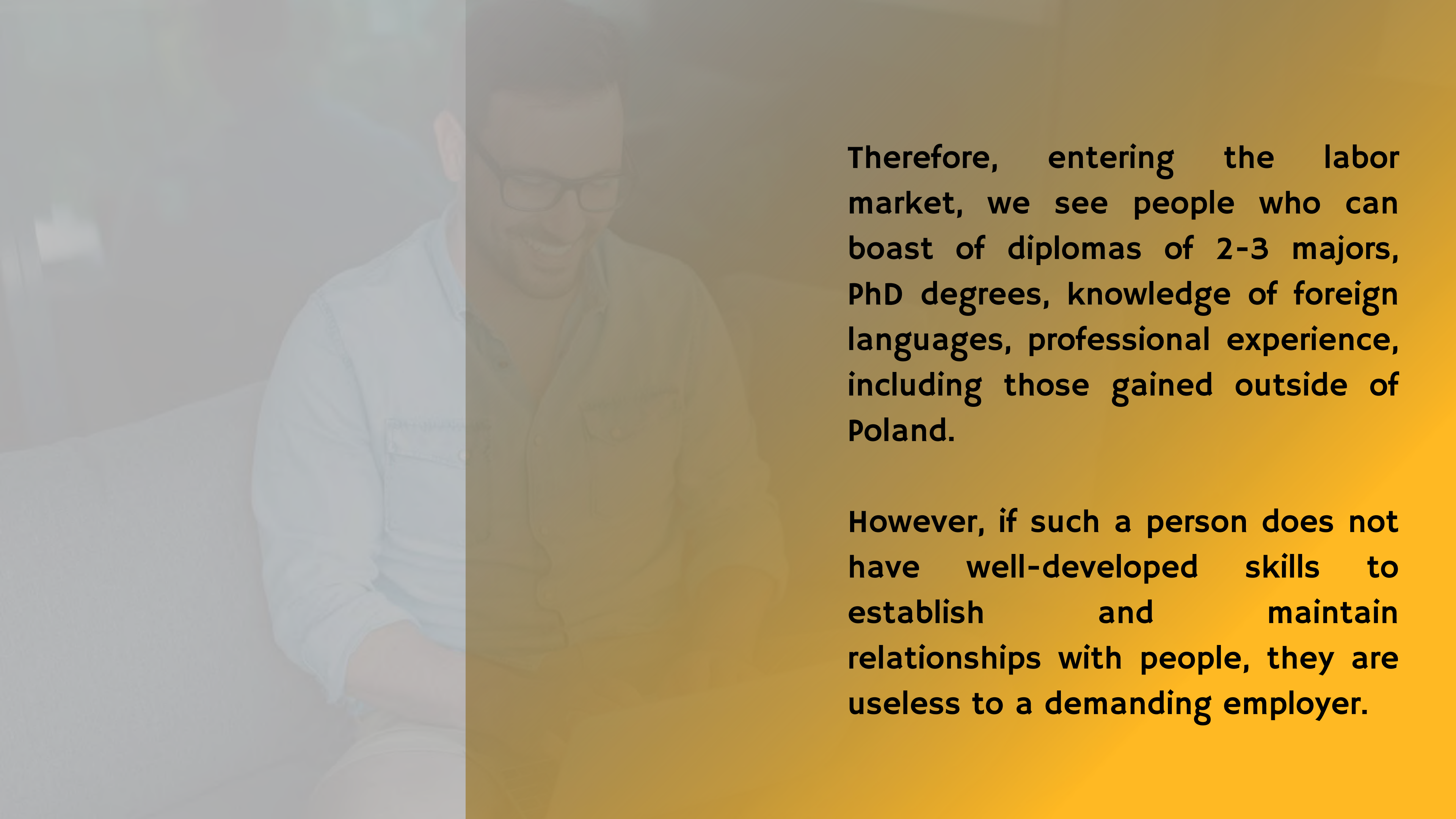
Relationships are  
the currency in  
today's world.



# We live in interesting times, where the pace of life demands more and more from us.



In the past, education was enough, then more and more attention was paid to practical experience, and now, in addition to both, we must **have well-developed soft skills.**



**Therefore, entering the labor market, we see people who can boast of diplomas of 2-3 majors, PhD degrees, knowledge of foreign languages, professional experience, including those gained outside of Poland.**

**However, if such a person does not have well-developed skills to establish and maintain relationships with people, they are useless to a demanding employer.**



- **Considering the fact that we live in a global village, the ability to cooperate with a person from Norway, India or Turkey is crucial.**



Regardless of whether we work in a government organization, diplomacy or corporation, our to be or not to be depends on the ability to manage relationships with others.





## ARABIC CONCEPT - TERM OF "WASTA"

---

In the Arabic concept, there is the term of "wasta", i.e. relationships and acquaintances that allow us to open many doors, speed up administrative matters or do the impossible.

## PERSONAL RELATIONSHIPS - NEW CURRENCY

---

It is based on the same mechanism that many authors write about, such as Ted Rubin in his book "Return on relationship" describing how personal relationships have become the new currency.

## NURTURED PERSONAL RELATIONSHIPS

---

A few years ago, American Forbes quoted statements from CEOs who confirmed that they were where they were thanks to well-structured and nurtured personal relationships.



# Another skill important in today's global market is authenticity.

This goes hand in hand with relationship management skills.

- When you are yourself, you are natural, people trust you and therefore recommend you to others.
- This way you can gain new customers.



**Forbes, describing the competence of working in a multicultural environment as an important aspect, focuses on adaptability.**



# 9 rules of effective cooperation in a multicultural team

## ➤ SET REALISTIC GOALS AND DEADLINES

---

Set realistic goals and deadlines, in order to perform the task well, Indian people usually need a clear message of what you require from them.

## ➤ GET USED TO A GIVEN CULTURE

---

Get used to a given culture, customs, tradition, body language, etc.

## ➤ LISTEN, OBSERVE, THINK

---

Listen, observe, think - only then speak, try to understand them better before you criticize.

## ➤ BE PREPARED FOR DIFFERENCES

---

When entering into relationships with people of other cultures, be prepared for differences, both the obvious ones (food, customs, clothes) and the less visible ones (expectations, values, etc.).

## ➤ WORK WITH A GIVEN CULTURE

---

Work with a given culture, not against it (remember that the word "adapt" means something different than "adopt").

## ➤ CREATE VALUE THROUGH DIVERSITY

---

Instead of trying to avoid mistakes, go a step further - create value through diversity.

## ➤ BE AWARE OF THE CULTURE

---

Be aware of the culture you come from - and its impact on others.

## ➤ FOCUS ON RELATIONS

---

Focus on relations with a specific person, forgetting about cultural stereotypes.

## ➤ LEARN

---

Learn - remember that the ability to understand other cultures is a continuous process.



## **In sociology, multiculturalism describes how a given society deals with cultural diversity.**

- Based on the basic premise that members of different cultures can coexist peacefully, multiculturalism expresses the view that society is enriched by preserving, respecting and even encouraging cultural diversity.
- In the field of political philosophy, multiculturalism refers to the ways in which societies choose to formulate and implement official policies regarding the fair treatment of different cultures.

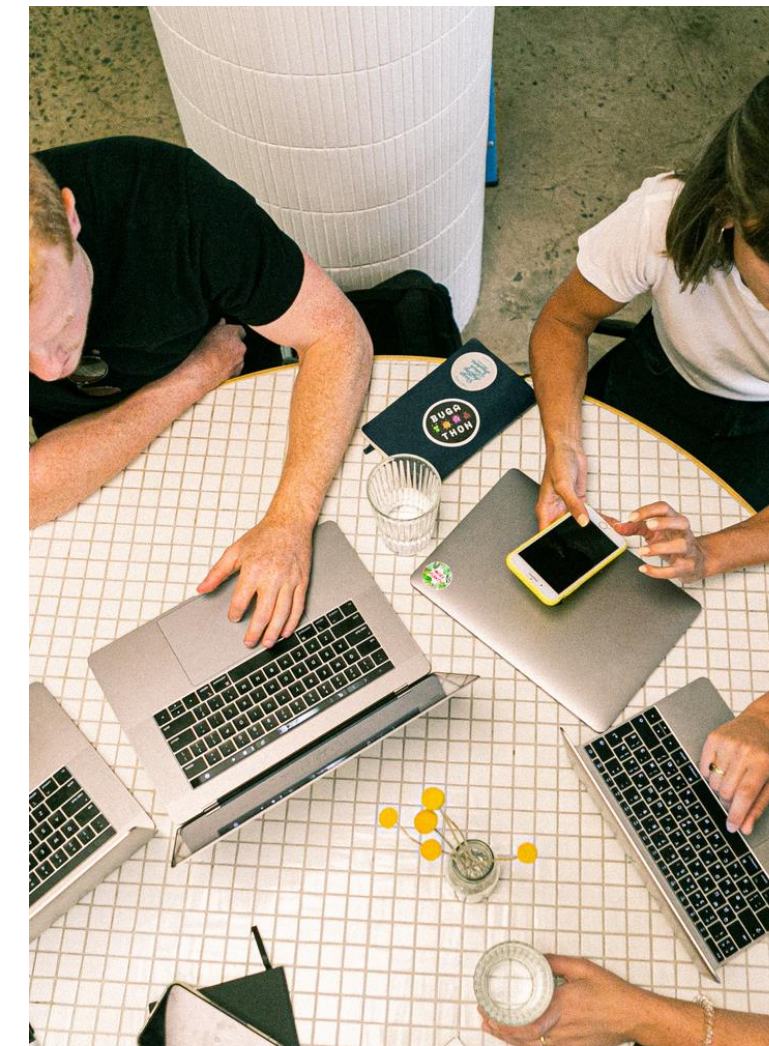
**Multiculturalism can take place on a national scale or within a country's community.**

---



**This can occur naturally through immigration or artificially when jurisdictions of different cultures are linked by legislative decree, as in the case of French and English Canada.**

---





## FEATURES OF THEIR CULTURES

Enthusiasts of multiculturalism believe that people should retain at least some features of their traditional cultures.

## THREATENS SOCIAL ORDER

Opponents argue that multiculturalism threatens social order by reducing the identity and influence of the dominant culture.

## SOCIOLOGICAL ASPECTS

Recognizing that this is a socio-political issue, we focus on the sociological aspects of multiculturalism.



# Theories of multiculturalism

Two basic theories or models of multiculturalism as the way different cultures are integrated into one society are best defined by the metaphors commonly used to describe them - the "melting pot" theory and the "salad bowl" theory.



MELTING POT THEORY

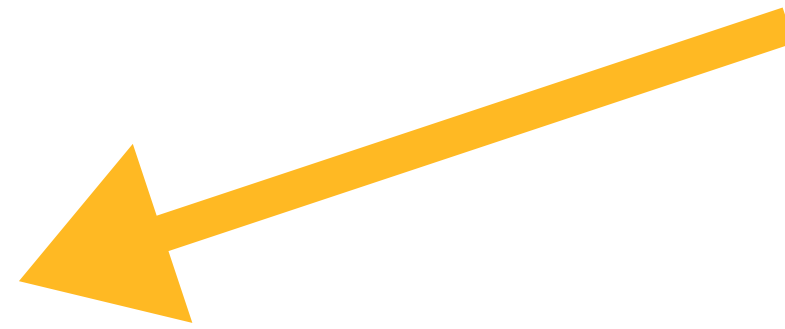
The melting pot of multiculturalism theory assumes that different immigrant groups will tend to "melt together" and eventually become fully absorbed into the prevailing society.

Typically used to describe the assimilation of immigrants in the United States, the crucible theory is often illustrated by the metaphor of foundry crucibles where iron and carbon are alloyed together to form a single, stronger metal - steel.

In 1782, French-American immigrant J. Hector St. John de Crevecoeur wrote that in America "individuals from all nations are merging into a new race of men whose work and progeny will one day cause great changes in the world."



## SALAD BOWL THEORY



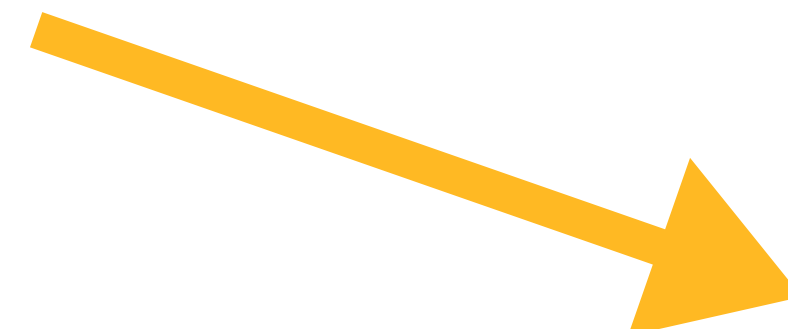
---

More of a liberal theory of multiculturalism than a melting pot, the salad bowl theory describes a heterogeneous society where people coexist but retain at least some of the unique features of their traditional culture



---

Like salad ingredients, different cultures are combined, but instead of merging into one homogeneous culture, they retain their own distinct flavor.



---

In the United States, New York is like that, with many unique ethnic communities such as "Little India", "Little Odessa" and "Chinatown", it is considered an example of a salad-making society.



# Characteristics of a multicultural society

- Multicultural societies are characterized by people of **different races, ethnicities and nationalities** living together in the same community.

In multicultural communities, people preserve, transmit, celebrate and share their unique cultural lifestyles, languages, arts, traditions and behaviors.



■ Proponents of cultural diversity argue that it makes humanity stronger and **may in fact be critical to its long-term survival.**

■ In 2001, the UNESCO General Conference took this position, stating in the Universal Declaration on Cultural Diversity that...

**„... cultural diversity is as necessary for humanity as biodiversity is for nature.“**



Today, entire countries, workplaces and schools are increasingly made up of diverse cultural, racial and ethnic groups.

---



By recognizing and learning about these different groups, communities build trust, respect and understanding across cultures.

---



Communities and organizations in all environments benefit from the diverse backgrounds, skills, experiences and new ways of thinking that come from cultural diversity.

---

# The multiplicity of cultures in one place

- work – it is a fact



Thank you for your  
attention