



# Becoming Culturally Competent

July 15, 2020



# Vensure Employer Services and our PEO Partners



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Q&A

# Instructions for Submitting Questions with GoToWebinar



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- We will try to answer all the questions within the allotted time; however, if you did not get your question answered or if you come up with a question after the webinar ended, please contact [webinarHRhelp@Vensure.com](mailto:webinarHRhelp@Vensure.com)

# Our Panelist



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Training and Development Specialist

# 1

## Defining Cultural Competence

# Defining Cultural Competence

- Culture = beliefs, values, traditions, and behaviors that a group of people share.
- Understand, communicate, and effectively interact with people cross-culturally.
- Crucial to optimizing a company's effectiveness.

# Four Features of Cultural Competence

- Awareness
- Attitude
- Knowledge
- Skills



# 2

## Gaining Awareness of Your Cultural Worldview

# Cultural Self Assessment



- › When were you born?
- › Where did you grow up?
- › With which groups do you most identify?
- › As a child, what holidays did you celebrate?
- › What “rules” were impressed upon you?
- › What do you value?
- › In what do you believe?

# Understanding Your Worldview



- › Time
- › Space
- › Relationships
- › Technology
- › Honesty
- › Religion

*“The manner of their living is very barbarous, because they do not eat at fixed times but as often as they please.”*

*Amerigo Vespucci*

# 4

## Increasing Your Knowledge Around Cultural Practices and Worldviews

# Your Multiple Identities

## Multiple Identities

- Race
- Gender
- Age
- Occupation

# 3

## Determining Your Attitude Toward Cultural Differences

# Attitude Toward Cultural Differences



## Ethnocentrism

The tendency to think an individual's way of thinking/believing is the only correct way. Differing opinions are perceived to be incorrect or wrong.



## Unexplored Assumptions

Individuals become "blind" to ethnocentric behaviors and attitudes regarding biases or preconceived ideas.

# Cultural Differences

- Talk to people who are different from you
- Choose to read culturally diverse literature
- Select culturally diverse media, including TV, movies, and music
- Attend cultural festivals
- Travel
- Learn a different language



# 5

## Developing Cross-Cultural Skills

# Cross-Cultural Skills

Shift Your Mindset

Develop Intercultural Empathy

Understand Differing Values, Beliefs, and Assumptions

High Degree of Cognitive Complexity

# Cross-Cultural Skills: What's Next



## Individual

- Focus on becoming more culturally competent



## Company

- Create a plan to increase the cultural competence of employees

6

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**Thank You for  
Your Time**

