

Intercultural Communication for Business Leaders

GoSkills online course syllabus

Skill level

Beginner

Lessons

16

Pre-requisites

No prior experience needed

Video duration

49m

Estimated study time

49m 6s

Instructor

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Introduction

1 Global communication

As more companies shift to operating on a global scale with diverse employees, clients, and customers, business leaders need to build their intercultural communication skills.

Introduction to Intercultural Communication

2 Define intercultural communication

Before diving into intercultural communication and how you can build your skills, you'll need to be able to define the term and recognize the benefits of intercultural communication skills in a business setting.

3 Identify the social imperative

Communicating across cultures is vital to forming trusting and mutually beneficial social bonds with people from different backgrounds.

4 Uncover technology impacts

As technology has become more advanced, it's not business as usual, and as cultural expectations vary, you must learn to adapt your message.

5 Identify intercultural communication barriers

Although many people recognize the importance of effective intercultural communication, there are still many barriers preventing them from communicating across cultures successfully.

Build Your Intercultural Communication Skills

6 Talking vs. communicating

True communication occurs when all parties participate in creating shared meaning.

7 Identify implicit cultural cues
Some cultures communicate more nonverbally than verbally.

8 Listen to understand
Many people do not fully listen to understand possible hidden cultural implications in a message.

9 Minimize misunderstanding
Misunderstanding and conflict always threaten true communication and can be particularly challenging in intercultural communication.

10 Be mindful of communication styles
Communication styles can often become conflictual when misunderstood.

11 Use inclusive language
People tend not to communicate in an environment where they do not feel valued.

Develop Your Competence Goals

12 Define intercultural communication competence
Global leaders can interpret and respond to nonverbal and verbal signals from intercultural contexts.

13 Build your department goals
Your entire department must have a plan to address intercultural communication competence.

14 Craft your company goals
Your company brand should promote a culturally inclusive environment.

15 Create your individual goals
Leaders lead.

Conclusion

16 Next steps
Thank you for completing this course!