



RICHARD LEWIS
C O M M U N I C A T I O N S

A 2 Hour Cross Cultural Address for The AFCI Cineposium Conference

“When Cultures Collide”

- **Introduction to the cultural dimension of working with different nationalities**
- **The Categorisation of Cultures**
We are all linear-active, multi-active or reactive. We tend to get on well with people in our own category, may have problems with others.
- **Human Mental Programming**
How we are programmed from birth by our parents, teachers and society, giving us fixed values and core beliefs. We see these as normal; therefore we tend to regard others’ views as abnormal. A few relevant HMP’s are presented and explored
- **Life Within Horizons**
The horizons, or worldview of each nationality differs. There are, however, overlapping areas (commonalities) which enable us to build bridges. An example of such horizons is presented. How do we avoid conflicts?
- **National Communication Patterns**
Styles of communication often mask the message that people are trying to put across. Meetings give individuals a chance to communicate but different cultures use speech in diverse ways. A few key communication patterns are presented

- **Listening Habits**
When somebody speaks, somebody else listens. Captive audiences generally appear to listen, but in fact they listen to different degrees and in different ways. A few relevant listening habits will be presented.
- **Presentation Styles**
Each culture expects certain things from a speaker, which greatly affects how we should prepare and deliver our presentations.
- **Leadership Styles**
These concepts are also greatly affected by our mental programming and cultural beliefs. Leadership can be autocratic or democratic, collective or individual, meritocratic or unearned, desired or imposed. A few key and relevant leadership styles are presented.
- **Concepts of Space and Time**
- **Golden Rules when Dealing with Different Cultures**
Some key recommendations to keep in mind when dealing with various culture groups