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## Self-Assessment – Cultural Competence

Complete the questions on the following page and tally your score to determine where you are currently at with your cultural competence.



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Question	Rating
I view human difference as positive and a cause for celebration.	1 2 3 4 Never Always/Very Well
I have a clear sense of my own ethnic, cultural and racial identity.	1 2 3 4 Never Always/Very Well
I am aware that in order to learn more about others, I need to understand and be prepared to share my own culture.	1 2 3 4 Never Always/Very Well
I am aware of my discomfort when I encounter differences in race, colour, religion, sexual orientation, language and ethnicity.	1 2 3 4 Never Always/Very Well
I am aware of assumptions that I hold about people of cultures different from my own.	1 2 3 4 Never Always/Very Well
I am aware of my stereotypes as they arise and have developed personal strategies for reducing the harm they cause.	1 2 3 4 Never Always/Very Well
I am aware of how my cultural perspective influences my judgement about what are "appropriate, normal, or superior" behaviours, values and communication styles.	1 2 3 4 Never Always/Very Well
I accept that in cross-cultural situations there can be uncertainty and that uncertainty can make me anxious. It can also mean that I do not respond quickly and take the time needed to get more information.	1 2 3 4 Never Always/Very Well
I take any opportunity to put myself in places where I can learn about differences and create relationships.	1 2 3 4 Never Always/Very Well
If I am a White person working with a person of colour, I understand that I will likely be perceived as a person with power and racial privilege and that I may not be seen as "unbiased" or as an ally.	1 2 3 4 Never Always/Very Well

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## Self-Assessment – Cultural Competence

- Tally your final score: \_\_\_\_\_
- The highest possible score is 40, the lowest possible score is 10
- The more points you have, the more culturally competent you are becoming



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### Common Terms

- **BIPOC**: Black, Indigenous, and People of Colour
- **POC**: inclusive of Hispanic/Latin communities, Asian Americans and Pacific Islanders, Arab and Middle Eastern Communities, Multiracial and multiethnic communities
- **DEI**: Diversity, Equity and Inclusion
- **Microassaults**: explicit form of bias; harm is intended; can be verbal or non-verbal
- **Microinsults**: usually committed unconsciously; insensitive remarks or rude, demeaning acts
- **Microinvalidations**: comment and behaviours that negate feelings of POC



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### Case Study #1

Answer the following questions:

1. Who is impacted?
2. What assumptions are made?
3. What is the microaggression?
4. How would you respond if you overheard this?



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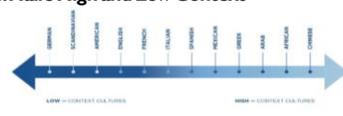
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### Edward T. Hall's High and Low Context



**Low**

- Sometimes called "individualistic"
- Independence, freedom and privacy are valued
- Message meaning is transmitted through clear, detailed language and indirect messages are perceived with mistrust
- Impetus on sender to construct a clear message and recipient relies on content of message and not other factors such as context or prior relationship
- Expressiveness and talkativeness is valued
- High value placed on telling it like it is, honesty and transmitting facts

**High**

- Sometimes called "collectivist"
- Interdependence, harmony and connectedness are valued as are modesty and self-effacement
- Context is more important than the content of the message; direct messages are perceived as threatening
- Receiver relies on relationship with sender and not what is actually said
- Impetus on receiver to interpret meaning and not on sender to deliver a clear message
- Silence is valued; frequent pauses are not a problem
- High value placed on preserving the relationship, saving face, creating harmony and avoiding confrontation

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### Communication Styles in Low- and High Context Cultures

**Low Context**

- Tend to prefer direct verbal interaction
- Tend to understand meaning at one level only
- Are generally less proficient in reading non-verbal cues
- Value individualism
- Rely more on logic
- Employ linear logic
- Say "No" directly
- Communication in highly structured messages, provide details, stress literal meaning

**High Context**

- Tend to prefer indirect verbal interaction
- Tend to understand meanings embedded at many sociocultural levels
- Are generally more proficient in reading non-verbal cues
- Value group membership
- Rely more on context and feeling
- Employ spiral logic
- Talk around point; avoid saying "no"
- Communication is simple, sometimes ambiguous, message; understand visual messages readily

Source: <https://www.comparativeeducation.usd.edu/communicationstyles/high-low-context/>

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### Hofstede Insights Country Comparison Tool

This tool shows values on six dimensions for several different countries:

- Power Distance
- Individualism
- Masculinity
- Uncertainty avoidance
- Long term orientation
- Indulgence




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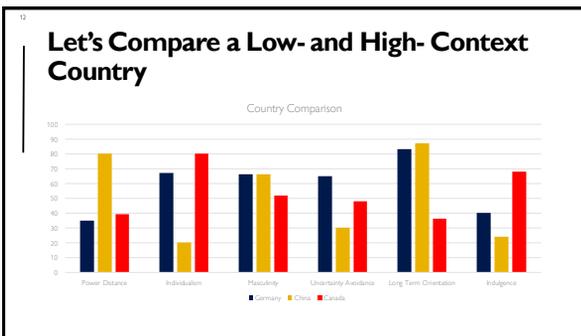
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## Case Study #2

Answer the following questions:

1. What is the likely Power Distance between the two cultures
2. Does Kelvin come from a low- or high context culture
3. In what ways did Sam make Kelvin feel uncomfortable?
4. How could this interaction have been more culturally inclusive?




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## Non-Verbal Communication

- **The Pause:** carries different meanings in different cultures.
- **Body Language:** common gestures have a variety of cultural connotations



Raising the Eyebrows

Smiling

Eye Contact

Averting the eyes

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## Common Idioms

Write down as many idioms as you can think of with a partner:




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### Case Study #3

Answer the following questions:

1. Who is impacted?
2. What assumptions are made?
3. What is the microaggression?
4. How would you modify this plan for a future class?



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### Tips for improving your cultural competence & communication

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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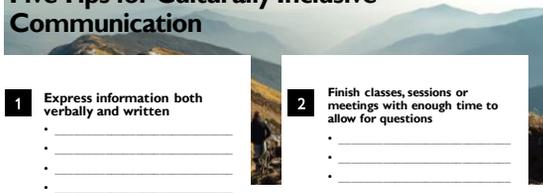
### Five Tips for Culturally Inclusive Communication

**1** Express information both verbally and written

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**2** Finish classes, sessions or meetings with enough time to allow for questions

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



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### Five Tips for Culturally Inclusive Communication

**3** Be aware of slang and idioms or culture references.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**4** Try to slow down

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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### Five Tips for Culturally Inclusive Communication

**5** Know your own style and position

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**\*** Embrace Differences

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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### Final thoughts...

What is one thing you are going to start doing right away to be more culturally inclusive in your communication?




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**Resources:**

- [Self-Assessment of Biases](#)
- [Intercultural Business Communication](#)
- [The Cultural Context \(Book Chapter\)](#)
- [The 6-D Model of National Culture](#)
- [Hofstede Insights Country Comparison](#)



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**Contact Us**

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**Bahar Amini**

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