

WE ALL HAVE CULTURAL PROGRAMMING

From birth to adulthood we absorb thousands of cultural customs and expectations, most of which we don't even notice.

These cultural values and expectations become our own personal operating system (like Windows or Apple iOS) running silently in the background.



Our Mind = our personal operating system programmed by our cultural customs and expectations.



Our cultural programming profoundly influences how we think, feel and behave.

When We Interact

with someone from a different culture and they don't behave the way we expect them to, our operating system freezes.

This causes a culture clash.

Suddenly, we are flooded with a negative emotion: we feel uncomfortable, confused, frustrated, insulted.



In business, the result of the culture clash is a failed negotiation, lost sale, cancelled contract, missed opportunity, damaged relationship.



We React Badly: We say angry words, give up and walk away, retreat into silence.



WE CAN DEVELOP CULTURAL SELF-AWARENESS TO PREVENT OR RECOVER FROM CULTURE CLASHES



Recognise your own cultural programming.



Understand which cultural triggers (behaviours, words, values) cause a negative reaction in you.



Control your reaction so you can hear and understand the other person.



Respond appropriately to the person's intention and not their behaviour.



Connect profitably with people from other cultures.