



THE CULTURE COURSE

0.1 INTRO

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Hi, my name is Steve Nolan of Connexion Training, and this is the Culture Course. The reason that we've designed this course is because we all live in an incredibly diverse world. For example, my wife and I live in a neighborhood of about 59 homes. And we know of at least nine different ethnicities that live in our neighborhood. So regardless of where you live, regardless of what you do, we live in a diverse world. And we need to realize that everyone doesn't think the way that we think. And that is why culture and understanding culture is so important.

A couple of things that we're going to say during this course that we want you to really grasp and take hold of is, first of all, that one culture is not better than another, nor is it worse. It's just different. When I was a 30 year old man, I was in a South American country and I was talking to someone about a project that we were going to do. And I said, "You know, we can do this and this will be great." And when I finished, I was learning Spanish, and I finished and the guy just changed the subject. And I'm like, *well, maybe he didn't understand me.* So I did it again. And I tried to slow down my Spanish and speak more clearly. And when I finished, he changed the subject.

So finally, the third time I'm thinking, I must not speak Spanish very well at all. The third time he looks at me at the end and he goes, "That would be a little tough." I had no idea what was going on. What I did not realize was culturally, he could not say no. And so these are things that happen as we're dealing with people and talking to people. And I wanted to say, *but my way is better, just say what you mean*, but his culture would not allow that to happen. So one culture is not better nor worse than another. It's just different. And you need to understand what is going on.

The other thing we would like, I would like for you to think of four key words through this course, the first word is **Acknowledge**. We need to acknowledge as people, whether I really care or not; Do I really care about understanding the way other people think, the way other people act? If I don't, no amount of courses, no amount of information is going to help me. The second thing that I need to do is I need to **Accept** the fact that cultures are different and that's okay. The third thing is I need to **Appreciate**, began to learn to appreciate the other culture. Why do they do the things that they do? And fourthly, I need to **Adapt** my behavior. If I understand how they're thinking, I can better communicate with them. And whether I'm working in a job, in a project, or on a team, we can have more success working together.

So during this course, we're going to look at the different aspects of culture and how you can build a plan to be comfortable relating to people in other cultures, other ethnicities. And we are looking forward to this time together. We hope you'll join us.