

1. Record Nr.	UNINA9910814615803321
Autore	Rockson Tayo
Titolo	Use your difference to make a difference : how to connect and communicate in a cross-cultural world // Tayo Rockson
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , [2019] ©2019
ISBN	1-119-59073-6 1-119-59072-8
Edizione	[1st edition]
Descrizione fisica	1 online resource (243 pages)
Disciplina	305.8
Soggetti	Intercultural communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Become more culturally competent in an increasingly diverse world Recent years have seen dramatic changes to several institutions worldwide. Our increasingly interconnected, digitized, and globalized world presents immense opportunities and unique challenges. Modern businesses and schools interact with individuals and organizations from a diverse range of cultural and national backgrounds—increasing the likelihood for miscommunication, errors in strategy, and unintended consequences in the process. This has also spilled into our daily lives and the way we consume information today. Understanding how to navigate these and other pitfalls requires adaptability, nuanced cross-cultural communication, and effective conflict resolution. Use Your Difference to Make a Difference provides readers with a skills-based, actionable plan that transforms differences into agents of inclusiveness, connection, and mutual understanding. This innovative and timely guide illustrates how to leverage differences to move beyond unconscious biases, manage a culturally-diverse workplace, create an environment for more tolerant schooling environments, more trusted media, communicate across borders, find and retain diverse talent, and bridge the gap between working locally and expanding globally. Expert guidance on a comprehensive range of topics—

teamwork, leadership styles, information sharing, delegation, supervision, giving and receiving feedback, coaching and motivation, recruiting, managing suppliers and customers, and more—helps you manage the essential aspects of international relationships and cultural awareness. This valuable resource contains the indispensable knowledge required to: Develop self-awareness needed to be a cross-cultural communicator Develop content, messaging techniques, marketing plans, and business strategies that translate across cultural borders Help your employees to better understand and collaborate with clients and colleagues from different backgrounds Help teachers build safe environments for students to be themselves Strengthen cross-cultural competencies in yourself, your team, and your entire organization Understand the cultural, economic, and political factors surrounding our world Use Your Difference to Make a Difference is a must-have resource for any educator, parent, leader, manager, or team member of an organization that interacts with co-workers and customers from diverse cultural backgrounds.
