




Bridging The Cultural Gap

Intercultural Communication as The Forgotten Barrier

Delphine Ménard

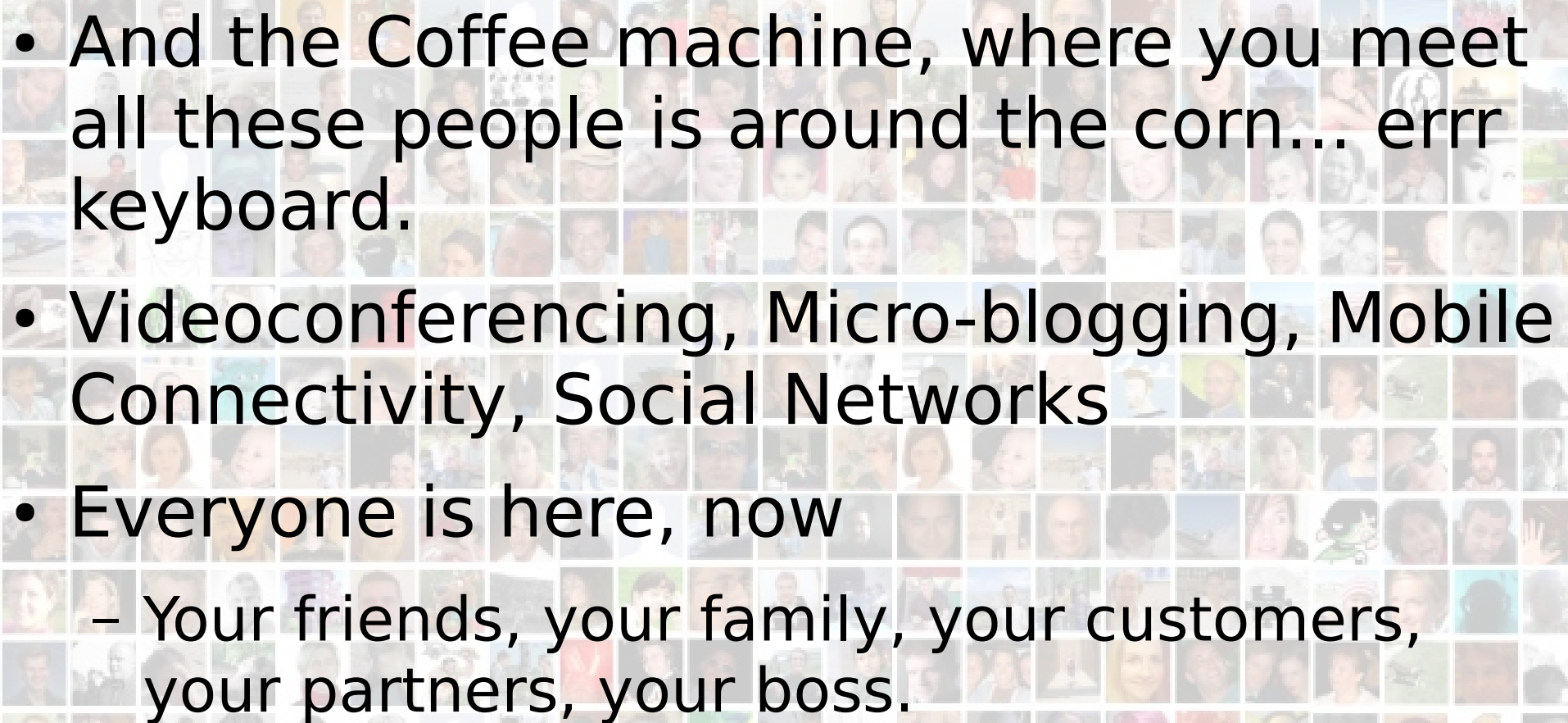


Communication and
Collaboration are Easy(er?)

- 
- Your accountant lives in India
 - Your best friend is Uruguayan and lives in the US
 - Your work colleagues are Norwegian and Japanese and sit in Swaziland
 - My sister is French and lives in Australia with a British guy who loves cricket



a small planet

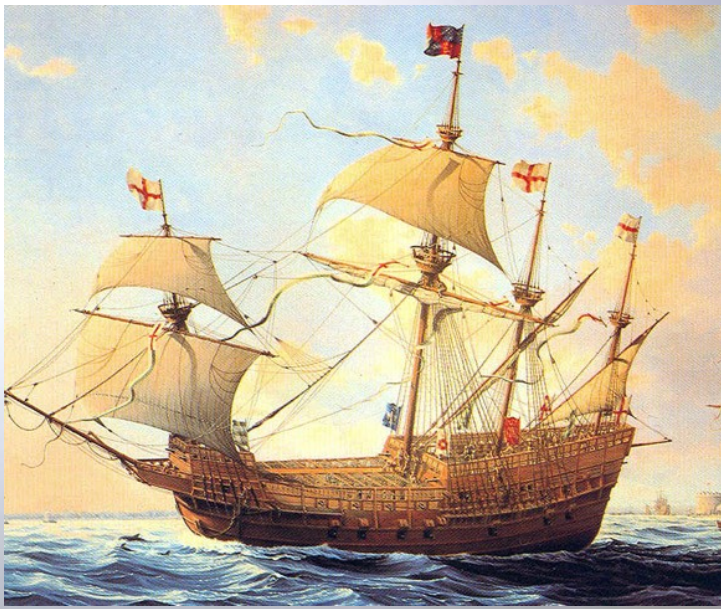
- 
- And the Coffee machine, where you meet all these people is around the corn... errr keyboard.
 - Videoconferencing, Micro-blogging, Mobile Connectivity, Social Networks
 - Everyone is here, now
 - Your friends, your family, your customers, your partners, your boss.



Are there any borders left?

- Does your service/website/brochure/advertisement/product/presentation/{insert cool trendy thing here}
 - Speak my language?
 - Understand my values?
 - Understand who I am?

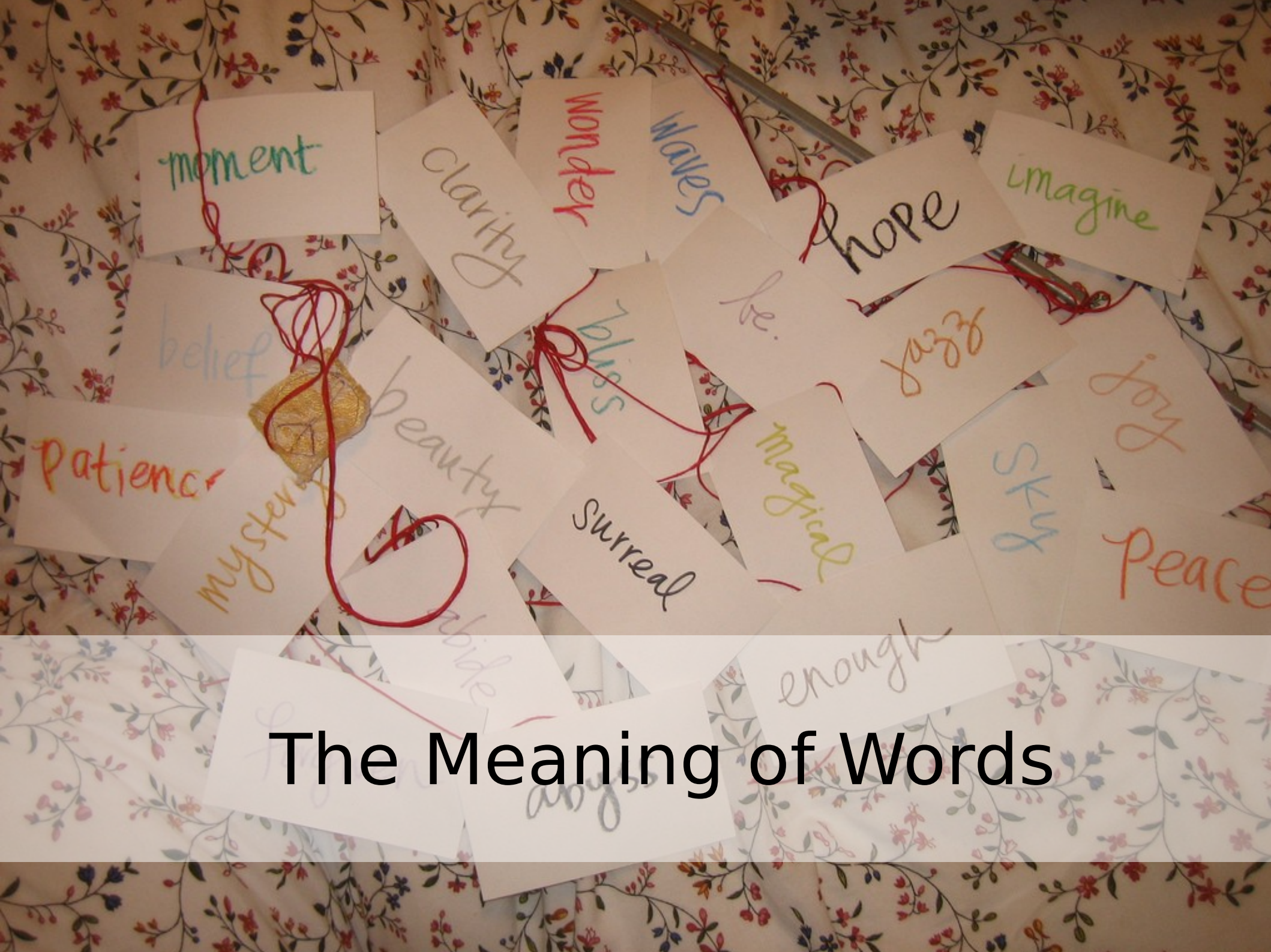
**Please drop the mud of the shoes
bottom with the mat and enter.**



Failure in Communication
can kill



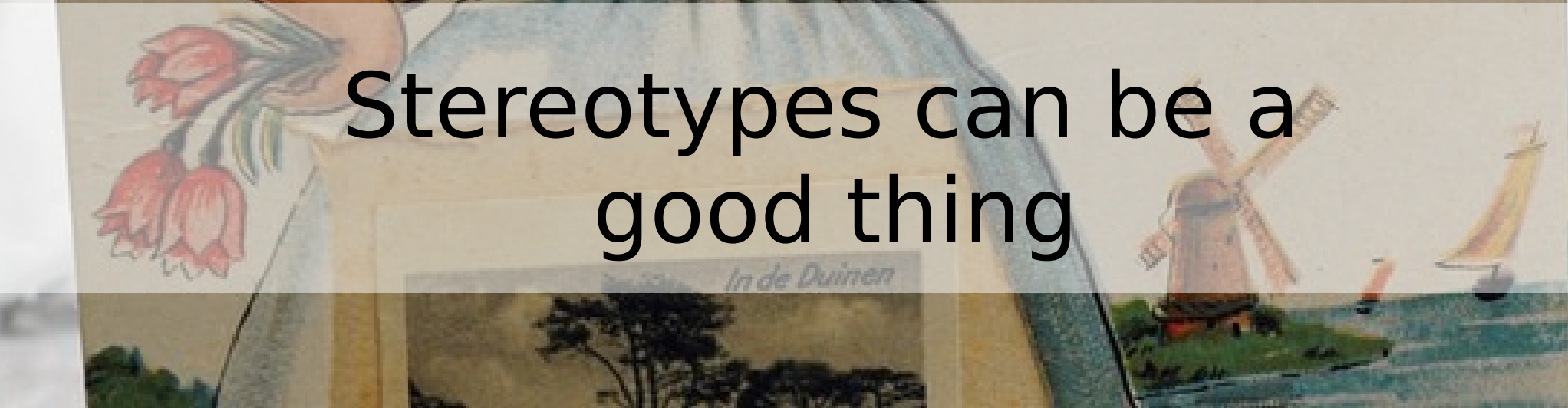
Bridging the Gap



The Meaning of Words



Stereotypes can be a
good thing



- dmenard@notafish.org
- <http://www.notafish.org>
 - Blog: Ceci n'est pas une endive
 - Identi.ca, Twitter: notafish
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