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 corner... 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

– This presentation is under a CC-BY-SA licence, and the pictures pertain to their authors.
Credits

- Wolfgang Staudt. Detail I. Pont du Gard, CC-BY
  <http://www.flickr.com/photos/wolfgangstaudt/2354091363/>

- NASA, Public Domain

- Adamantios, Panorama of Berlin, CC-BY-SA

- cod_gabriel, Old Romanian made phone, CC-BY
  http://www.flickr.com/photos/8628950@N06/2770856499 and Apple iphone by ~MohsinNaqi on deviantART


- Marshall Astor. Dutch upskirt postcard, Available at:
  http://www.flickr.com/photos/lifeontheedge/590845417/
