

Welcome to

Pre Conference

Cross – Cultural Understanding

Cairo, 22 April 2013

BPW International

Dr. Antoinette Rüegg, Past President, BPW International



Presentation

Name

Country

Profession

Tasks in BPW

BPW International

Dr. Antoinette Rüegg, Past President, BPW International



Task Force BPW International
Leadership & Lifelong Learning

**“Basics of
Cross – Cultural Understanding”**

Pre conference
Cairo, 22 April 2013

Dr. Antoinette Rüegg

Past President BPW International

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BPW International

Dr. Antoinette Rüegg, Past President, BPW International



Basics of Cross - Cultural Understanding or how to HANDLE DIFFERENCES ?

A Three basic facts regarding cultures

B Responses to differences

C Handling cultural differences by knowing how to deal with 2 very different „organs“

A Three basic facts regarding cultures

1 Diversity of cultures

- Nationalities
- Professions
- Ages
- Gender
- Skin colours
- Languages
- Religions
- Social stands
- Educations
- Political systems
- Leisure groups

2 Elements of orientation

- Beliefs
- Values
- Behaviours
- Attitudes
- Agreements
- Norms
- Stereotypes
- Clichees
- Cultural Codes
- Conventions

Everybody belongs to different cultures



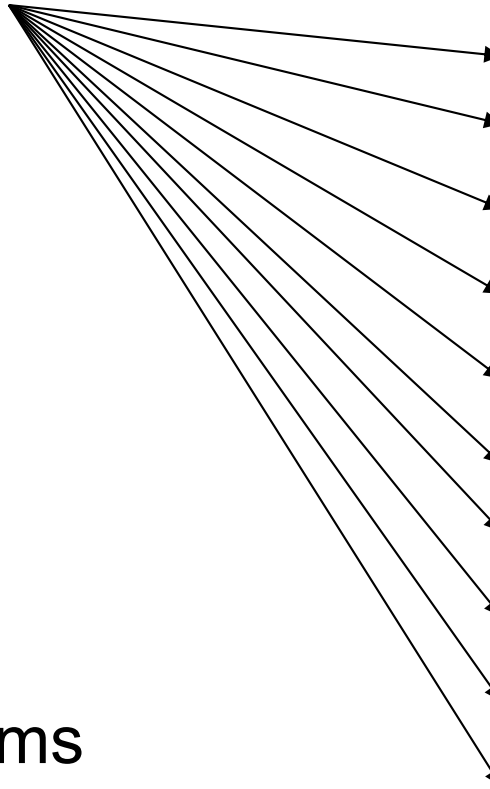
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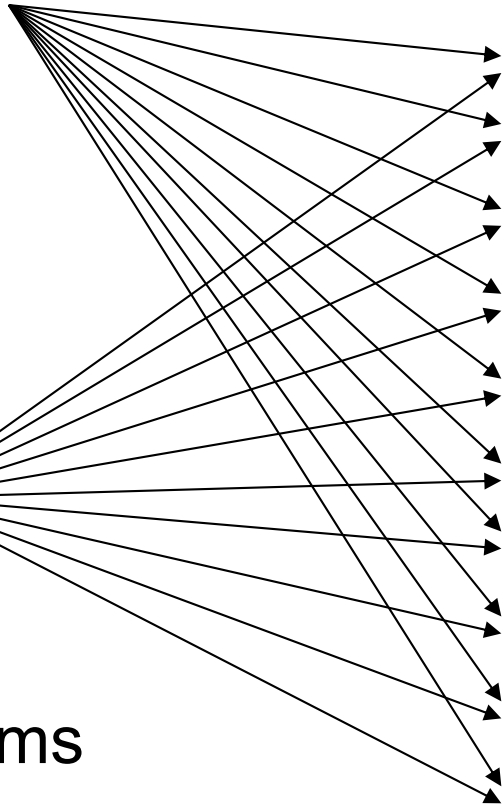
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Everybody belongs to different cultures

A Three basic facts regarding cultures

3 Nobody can choose her

- Parents
- Family
- Gender
- Skin colour
- Body
- Character
- Intelligence
- Country
- Religion

we get born in



A Three Basic facts regarding cultures

3 Nobody can choose her

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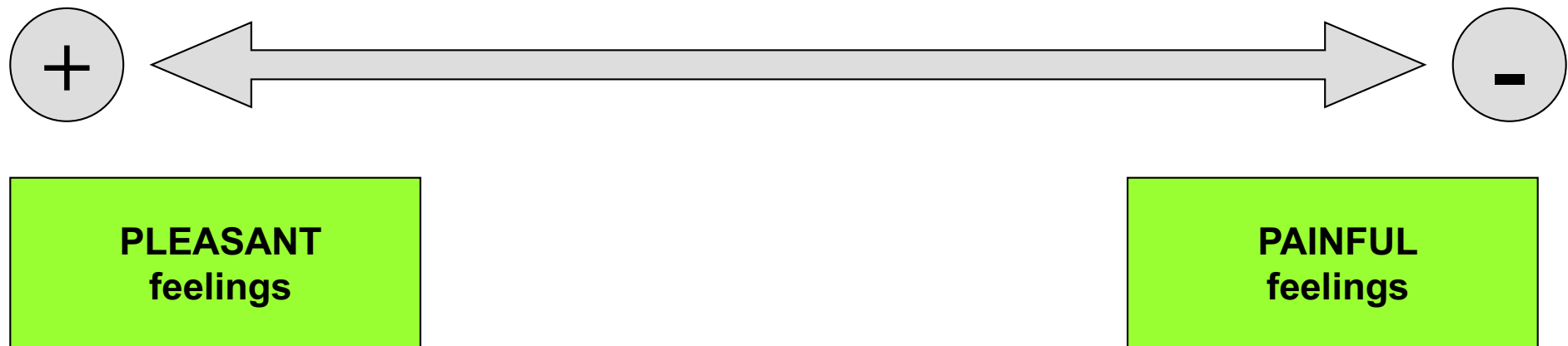
**Beeing conscious of that
makes us more**

- **RESPECTFUL**, if I have
to deel with differences
- **CREATIVE** in finding ways to
cooperate with differences
- **SECURE**, if I have to say no

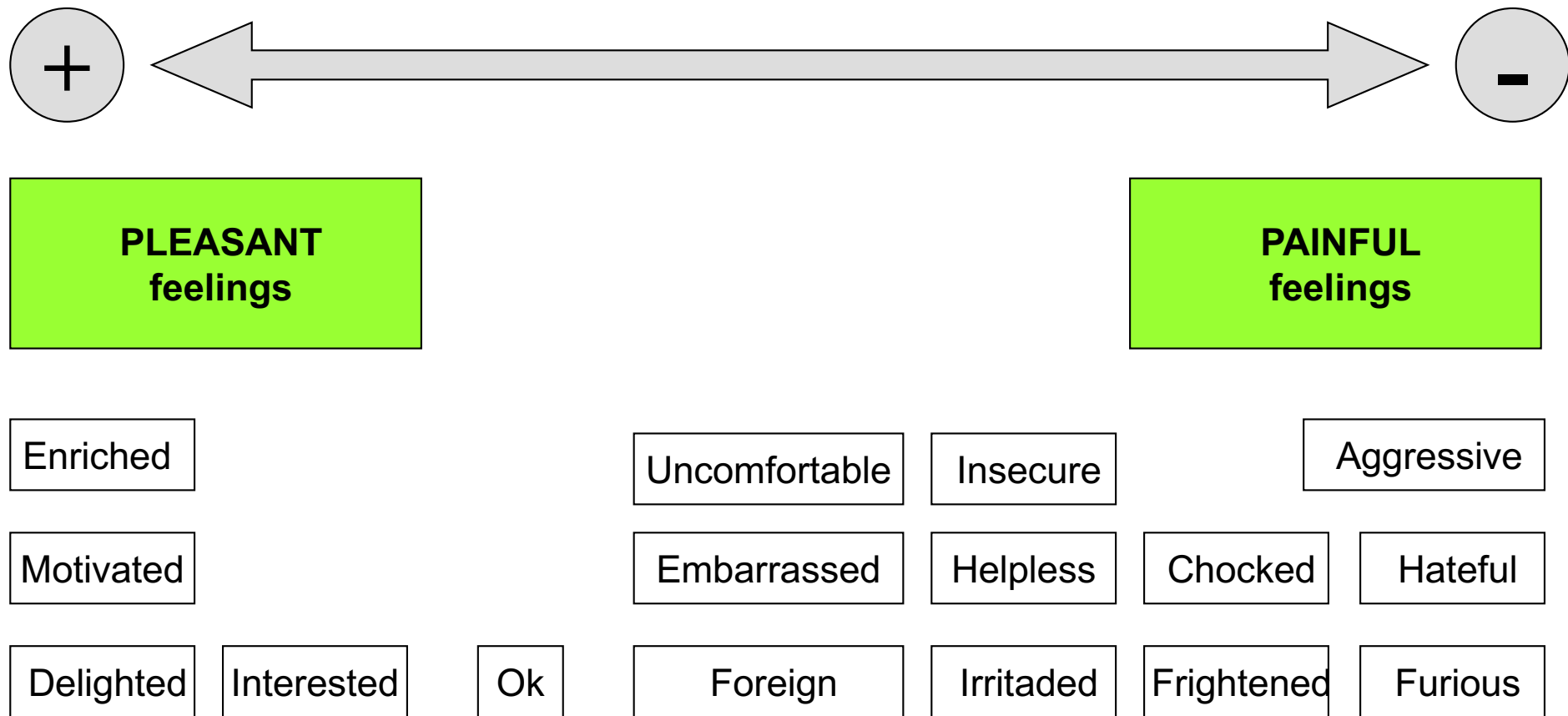
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B Responses to differences



B Responses to differences



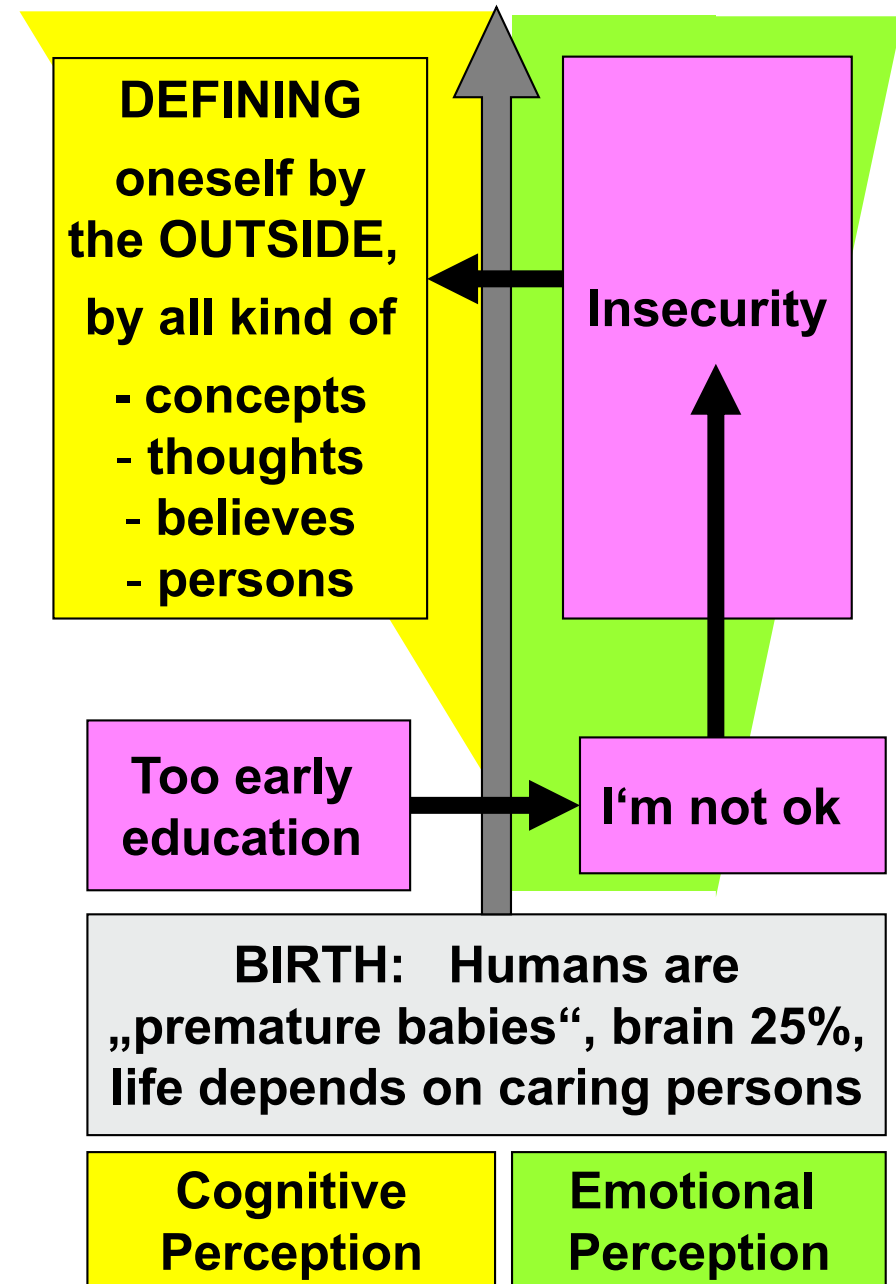
C Handling cultural differences by knowing how to deal with 2 very different „organs“

2 Organs of perception

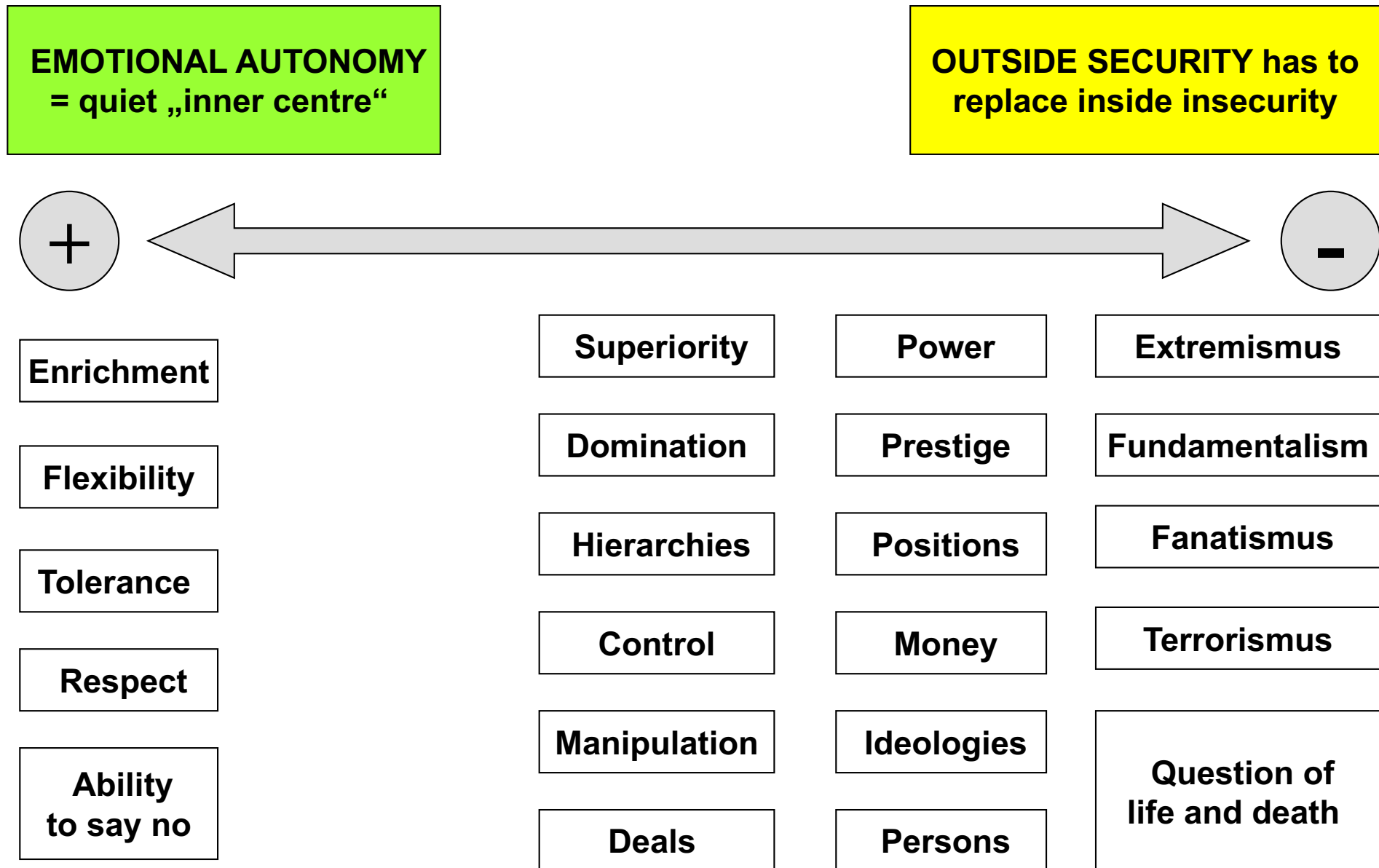
Cognitive perception

Emotional perception

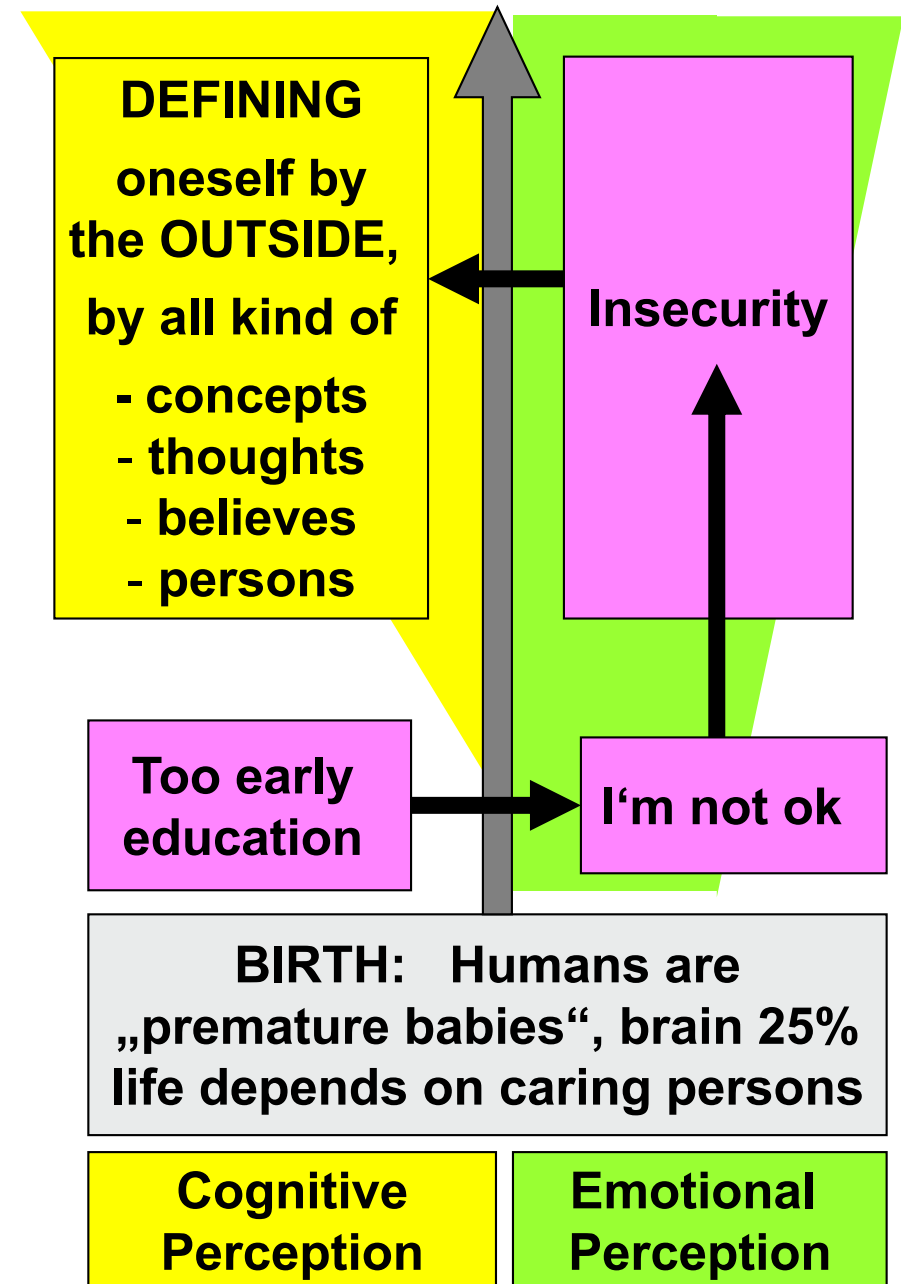
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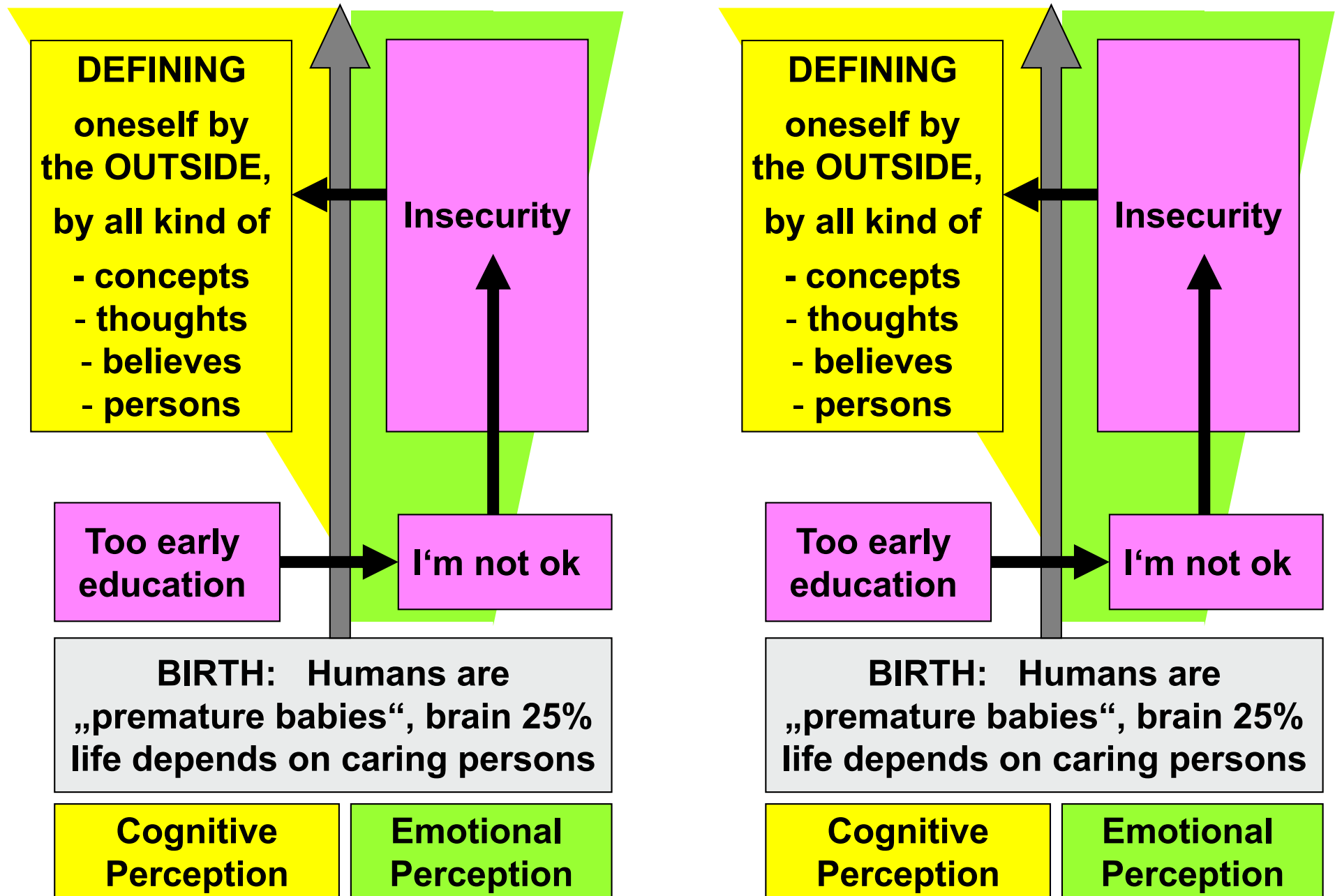
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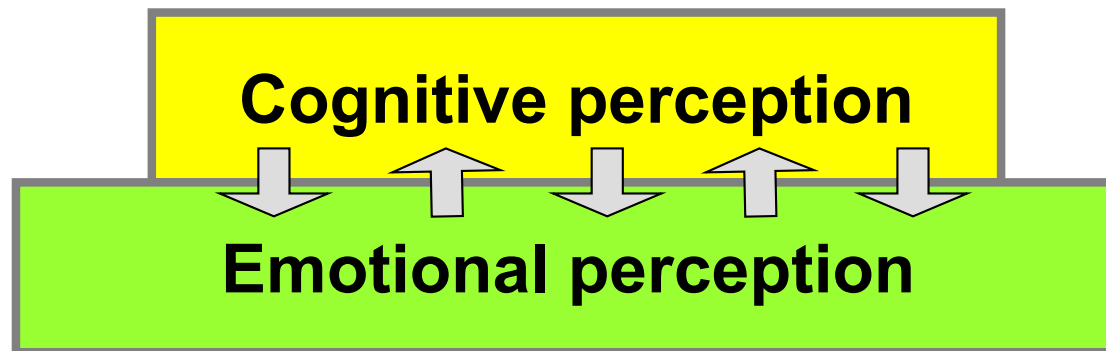


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2 Organs of perception





Unidos Trabajando por la Comunidad

Galpón cedido en virtud de Ordenanza N° 1303-02

Asociación de Fomento y Desarrollo de la Comunidad de Mujeres VLA

Feria de Productos Locales y Capacitación

Proyecto y Dirección de Guillermo Rocchetti
Dirección de Sergio Padua

APYOS Y DONACIONES

Mun. De Villa La Angostura
Instalación de gas natural
Instalación de calefacción
Cálculos de estructura
PROSUB \$ 8.000
Crédito Gestión Delegación
Agricultura y Ganadería

APYOS Y DONACIONES

Estado
Femmes d Europe u\$s 5.300.-
Comite
International y FIVE 0 u\$s 15.000.-
Embajada de Canadá
Amas de casa privadas

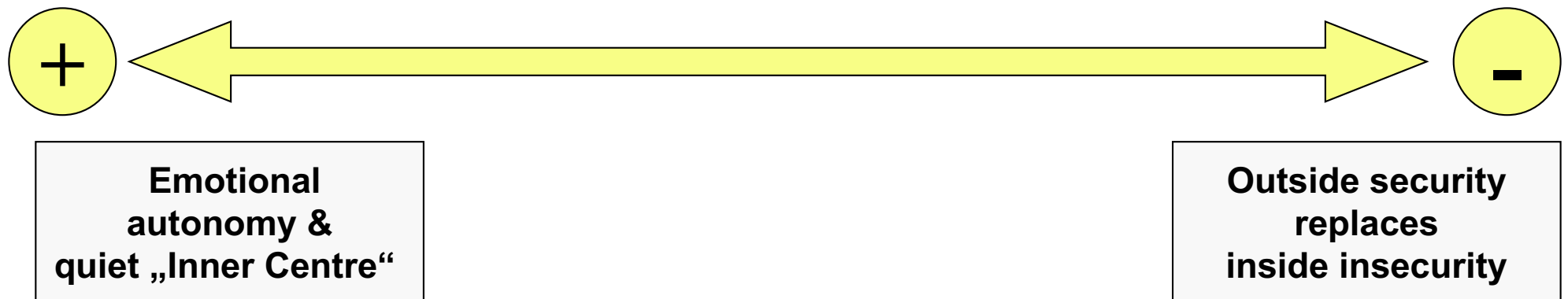


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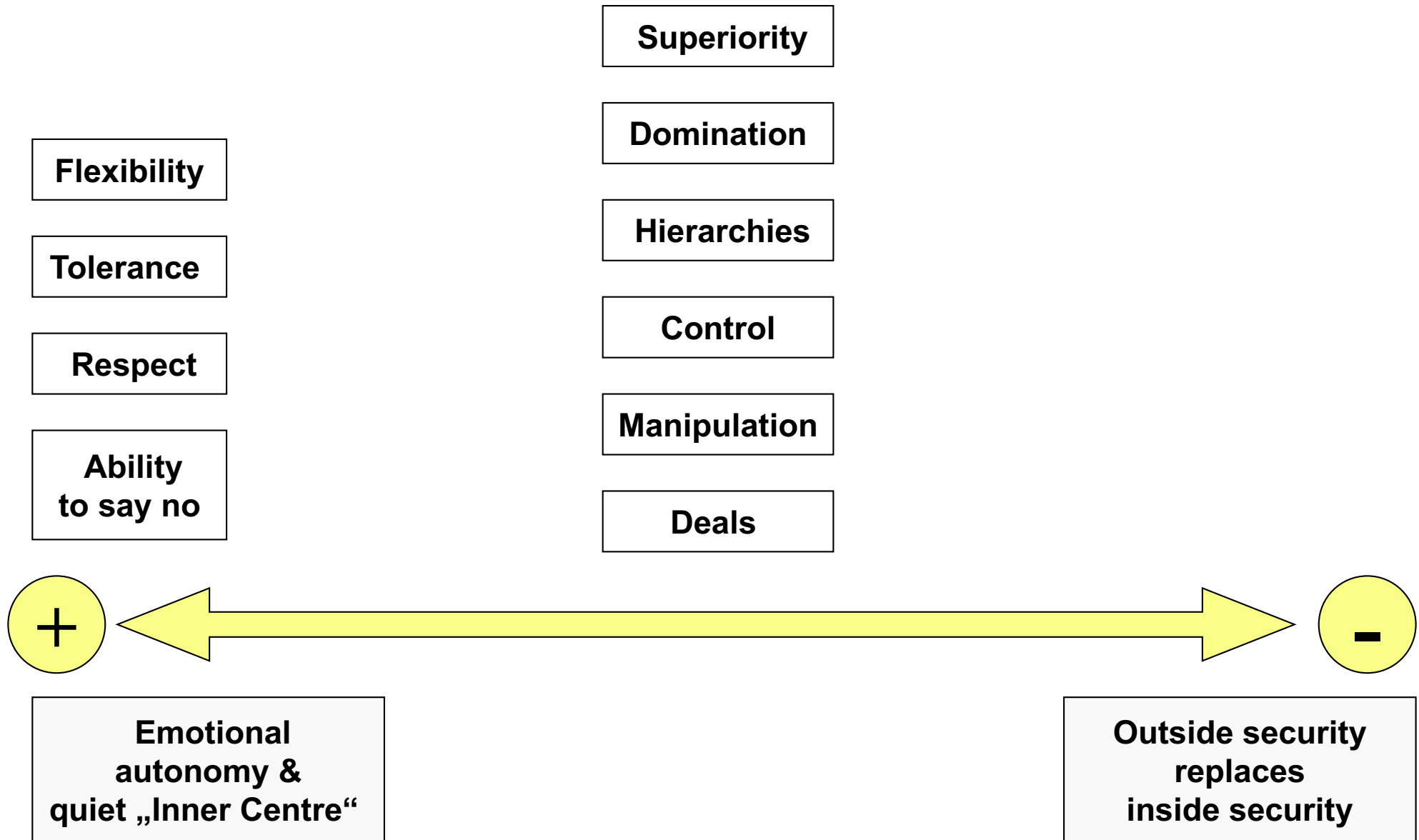
4 Cross – cultural understanding, a competence with deep roots



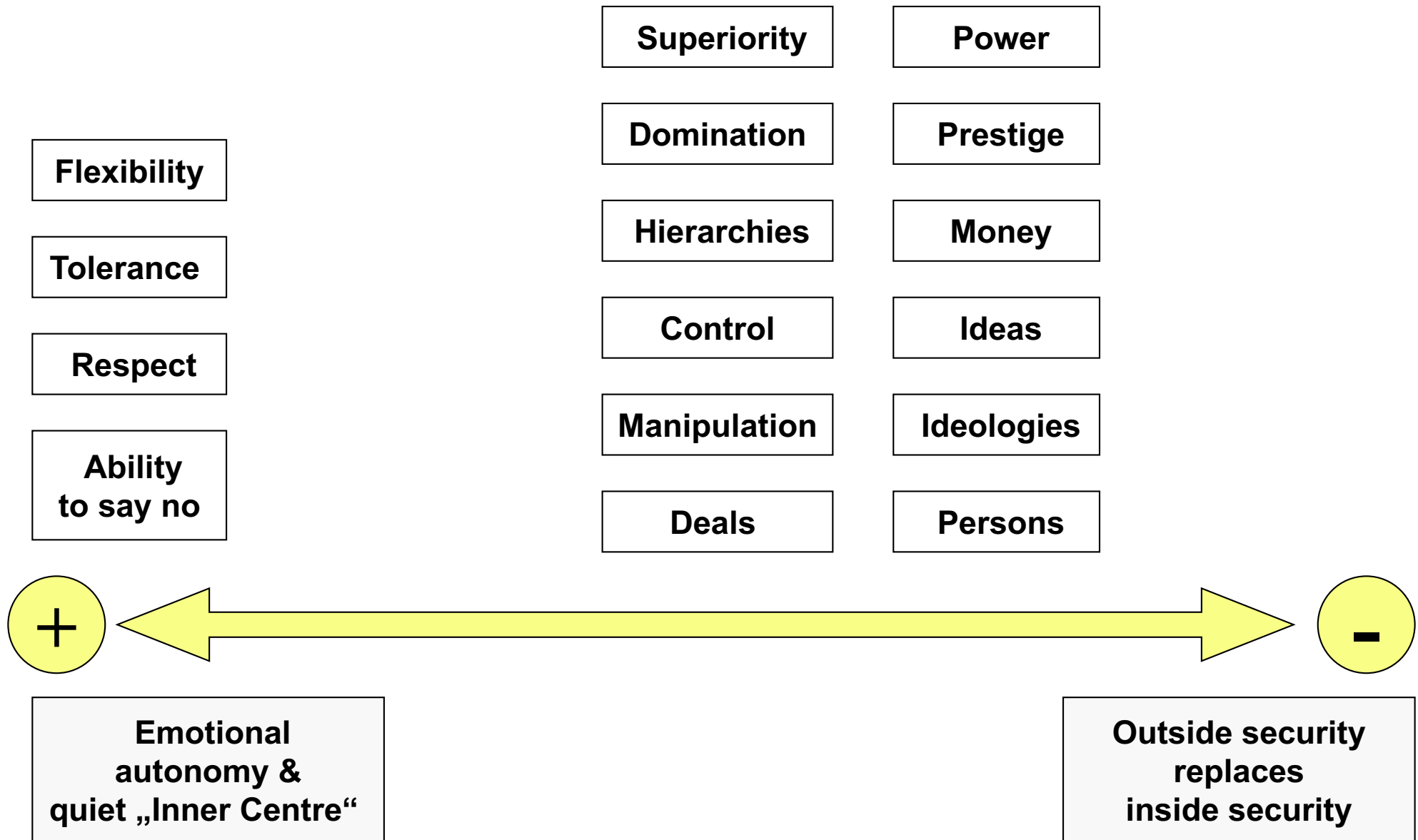
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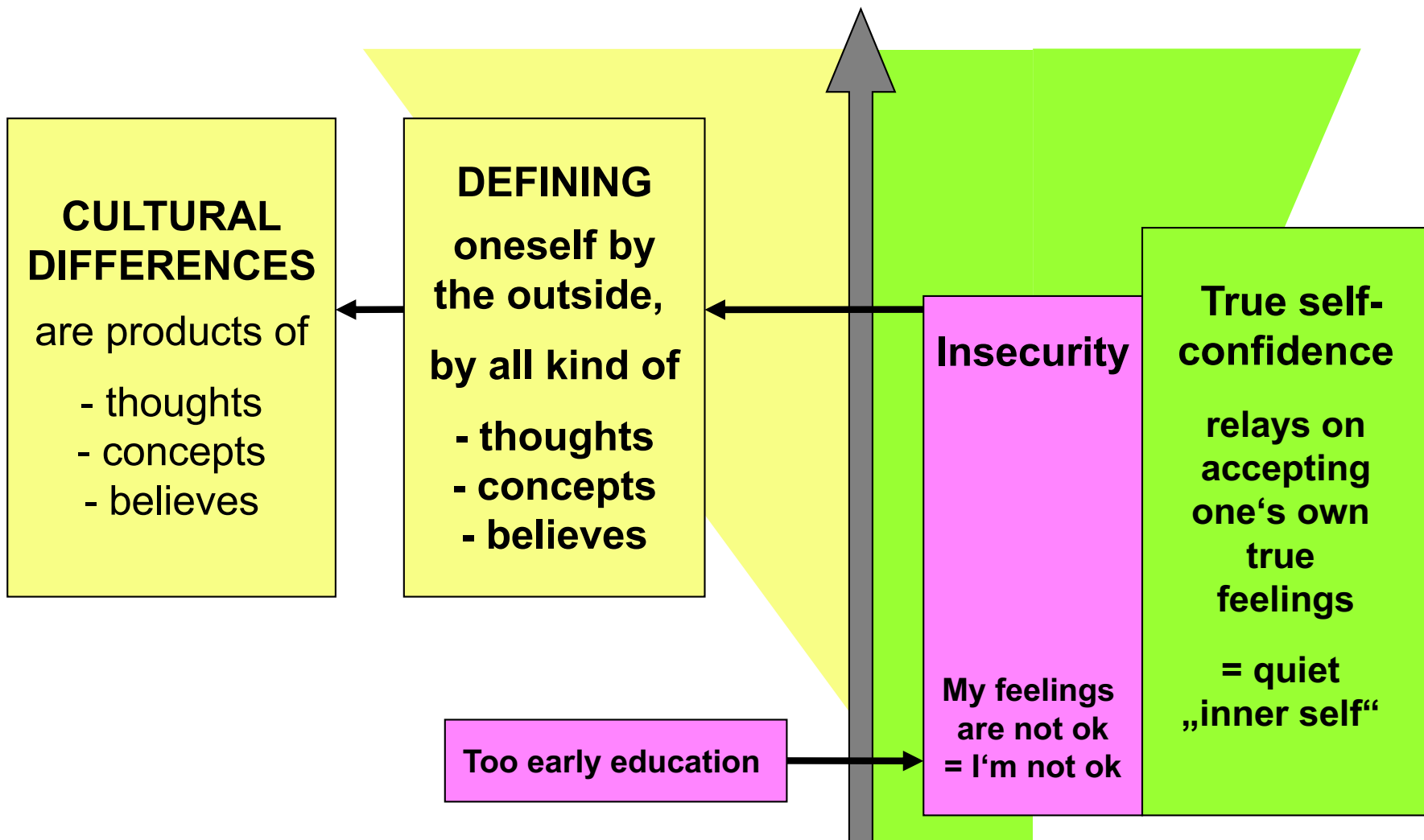


4 Cross – cultural understanding, a competence with deep roots



4 Cross – cultural understanding, a competence with deep roots





at BIRTH:
Humans = premature babies, life depends on caring persons

Cognitive Perception = all kind of thoughts, believes, concepts

Emotional Perception = feeling my own true feelings at the moment

